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# THE GLADIOLUS



National Glad Show "Scalps" Taken on the Field of Battle  
By Our "Fancy Commercial" Varieties.

## COMES OF AGE

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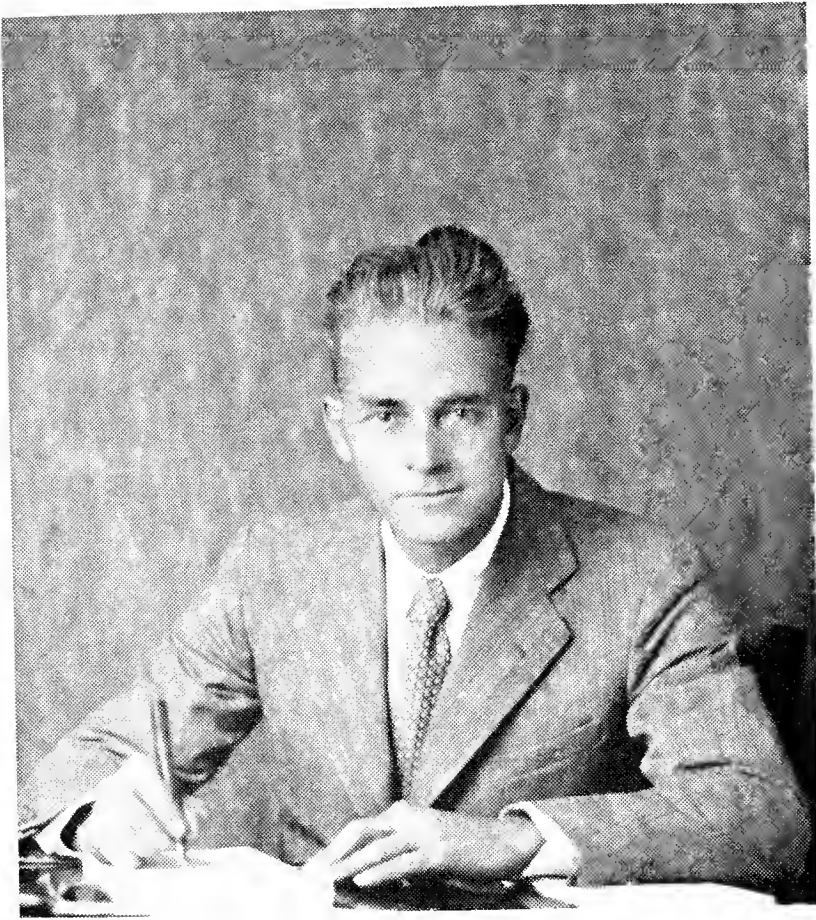
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LAKE LAND GLAD FIELDS

AMHERST, OHIO, U. S. A.



### Am I Ignoring The Depression?

Not so that you would notice it. My job is to recognize the depression—analyze it—and pulverize it!

#### I Don't Ask You to Ignore It

I do want you to consider it seriously, with me. I do not ask you to buy bulbs. If you see things as I do, you will buy. If you do buy—from me—I shall make you glad you spent your money.

#### THE DEPRESSION

is my one greatest competitor. Thrips are my next-worst one. I HAVE PUT THEM BOTH TO WORK FOR ME.

Thrips—the other fellow's thrips—raise the price of my flowers. All I have to catch are my own.

The depression reduces the demand for flowers, so that now only the best sell at a profit—and that lets me get by—and squeezes the grower of inferior and obsolete varieties out of the game. Leaves me plenty of elbow room. All I have to do is hit the ball.

EARLE SEELEY, Proprietor,  
LAKELAND GLADFIELDS.

## What The Depression Means to the Gladiolus Industry—have you figured it out?

First off, it isn't a depression, properly speaking. It is the end of a definite economic era in the history of our young nation. Recovery, now well begun, is the beginning of a new era, with quite different problems for our solution.

Whether it's Glads or beeswax, to show a profit under the changed conditions, the product must be of superior quality.

Production must be on an efficiency basis. The volume must be on the level of live demand. Distribution must be reduced to a science.

Question: Have we brains enough to shape OUR industry to that mold? If we haven't—good night!

To complicate the situation for our industry, there comes, simultaneously, the end of an old reign and the accession to reigning supremacy in our cut flower markets of a new list of varieties.

As varieties per se, they are not new, of course. We who know our Glads, have known them well for 5 to 10 summers; have had ample time to observe, criticize, compare, admire and test these. Their intrinsic worth has been well established for years. It is only as COMMERCIALS that they are "new." Only NOW their VOLUME places them in direct competition with the varieties which reigned supreme in the markets of the epoch just closed. And their present volume places them in position to FILL present-tense market demands, while their propagating ratio assures that they will be able to keep up with the increased demand as Recovery accelerates it. They are finer flowers—will build a bigger market.

The big question for us to answer—and it is an individual question which each of us will HAVE to answer—is:

## What Am I Going To Do About It?

### The New World

that is going to be built on the ashes of the old one, only needs the "assembling" now. The parts are all there. All the real wealth we ever had—the soil, the people, the inventive ingenuity, the engineering skill, the initiative, the engines of production, the needs—and a better set of ideas.

The energy of the world has been dammed by the stoppage of trade, but the dam has only deepened the stream—AND GIVEN IT POWER. Soon that power must express itself, for the force behind the dam is Life. It is Life that has been dammed up, and Life will not be denied expression. Vicky Baum said it, "LIFE GOES ON."

We are due for some action. Get set for it. Those who are ready will be ready-made leaders when the new course of events is shaped. Those who wish and wait will take their place far down the line, for things are going to move rapidly—ARE MOVING RAPIDLY RIGHT NOW—tho appearances are to the contrary. Dynamic force will demonstrate it to you all too quickly when it is unleashed. Be ready.

## Natural Expression Is The Cure

The depression is a problem in living for each of us to solve in a way that will make life as enjoyable from day to day as we have the wit to devise it and the will to shape it. To each of us, subjectively speaking, it is a mental depression. We can do a great deal about that phase of it.

I nominate as the one best cure for it the growing of flowers, and making them a real part of our daily lives. It was Victor Hugo who pointed out that, "The beautiful is as useful as the useful—sometimes more so."

Those of us who feel the depression most deeply have the greatest need of this solace, which is spiritual. But none of us can escape that need, even tho we do not feel the want. There is no one of us who does not know the welling up of self in the presence of beauty. We respond to beauty and are our own natural selves in its presence in so far as the response is complete, and for so long as it lasts.

Perhaps one great blessing which the depression has brought to many is that it has given us back the reality of natural things and has shown us, conversely, the spuriousness of artificial things.

Whatever else you do, or whatever else you grow, I would urge you with all my heart to grow some good Glads. They are a real anti-depressant. And I think you will not misunderstand me when I say, in this same vein, that I do not care whether you buy them from me or not. They will do you just as much good if you get them somewhere else—if they are good ones.

But I should like to sell them to you! (All right, grin at me!) I enjoy selling Glads, for I know from experience what they can do for all of us. A truly fine Glad, planted and cared for and bloomed to perfection, is priceless to its possessor, whether that one be seven years old or seven-and-seventy years young. It has something about it—for him—that ever so fine a Glad, grown by another, never could give him. It is made up of dewy morns and sunlit noons and the smell of loam in the shades of evening; of work and faith and triumph! It has a place in his life—he has lived with it—shaped it and been shaped by it. Can that be bought for a price? My friend, I grieve to say it—but it cannot even be shared with another. It is an individual experience and an indivisible property.

In the ten years of my commercial growing and the several years of amateur growing which preceded it, I never have encountered a human being who did not respond to that "something." Like other things which transcend the material, it must first be experienced to be fully appreciated. After a show, the amateur gathers his own Glads up carefully, even as he would collect his children about him, and hustles them off home with him. They are part of him—they belong to him—and he to them. It would be a sacrilege unpardonable for him to think of anybody else's Glads as he thinks of his very own. For, truly, it would be unnatural! It would be impossible.

## Natural Expression Is The Cure (*Continued*)

It is this natural feeling—and expression—of pride in the possession of the beautiful, in the creation of which you were the moving power, that I would wish for you. Not all of us can sing like a Caruso, or paint like a Sargent, or play like Kreisler. Yet there is none of us, unless we have been visited with that irreparable affliction, blindness, but can create and enjoy to the full just as wondrous and rich and soul-satisfying beauty in the garden as the greatest of gifted artists ever gave soul to.

Here we have everything—the planning, the labor, the anxious waiting and watching, the eager anticipation, the daily progress—and the full realization. What else is there in all life—to live? And, like the sunset of life itself, we again have here transition, decline and collapse. All of the up-reaching of hope, the joy of fulfillment, the pathos of surrender to the inevitable—is here—wrapped up in one beautiful, living—and dying—flower.

But, in the garden we can live it over and over again, for in our gardens we are always given “another chance,” until the Gardener of all our gardens comes along with the Scythe. Till then, let us live and love and laugh—like children—in our gardens. Laugh at depression—of all things. Not over it—bitterly—but at it—sanely, and safely, and exultingly.

We who live and love and laugh—in our gardens—are not depressed.

*“A book of verses underneath the bough  
A loaf of bread, a jug of wine and thou  
Singing beside me in the wilderness—  
Ah! Wilderness were paradise enough.”*

—OMAR.

## To Adorn Your Eden

I offer you here the cream of the life works of the world's greatest hybridists—American, English, Dutch, German, Canadian and Australian.

I urge you to use them—enjoy them—profit by them.

I invite you to join our Lakeland family. I seek your friendship—and I offer mine.

## LEGEND—Variety Descriptions

# signifies pronounced resistance to thrips.

L signifies long lived bulb.

\* signifies flowers grade in market as “Fancy.”

\*\* signifies flowers grade as “Extra Fancy.”

P signifies prolific cutter and grower of strong bulbs.

PP signifies extremely prolific cutter and bulb grower.

S signifies Show leadership—strictly exhibition quality.

## Variety Descriptions

**AFLAME**—(Hornberger-1925) Glowing scarlet. 6-ft. spike, 6-in. flower.  
 \*\*LS Best Grandiflorus variety. A real comer.

**ALBATROS**—(Pfitzer-1926) Pure white, will not tint. Tallest Glad in the  
 \*\*S garden or at the show. Large flower, plenty open. Extra.

**ANNA EBERIUS**—(Diener-1917) Fine cut flower purple if you have sound  
 S bulbs. 1932 winner. Bulb susceptible to disease.

**APRICOT GLOW**—(Palmer-1928) Clear, warm apricot shade. Large blooms,  
 \*L PP wide open, but not so many as Gloriana. 5-ft. Fine forcer.

**BENGAL TIGER**—(Pratt-1922) A popular smoky. Large flower, fine  
 \*P placement, many open. Healthy grower.

**BETTY NUTHALL**—(Salbach-1928) Best new commercial except Minuet.  
 \*\* L PP S Warm coral pink with pale yellow throat, orange tinted. Tall,  
 straight spike, 7-10 large flowers open in perfect placement. Does  
 well everywhere—North or South. Fine bulb grower and propa-  
 gator. Bulblets bloom, fours cut strong. Everybody will need  
 this—and have it. Late.

**BREAK O' DAY**—(Bill-1924) Early shrimp pink. Tall; large flower; fine  
 # \* L P commercial, North or South. As fine a cut late as it is early.  
 Extra fine grower and propagator.

**BRILLIANT**—(Heemskirk-1921) Clear, light scarlet self. Fairly early. Opens  
 7 and holds them. Extra shipper and cutter.

**BYRON L. SMITH**—(Kunderd-1917) Pale pinkish lavender with soft yel-  
 \* s low throat. The original "Orchid colored Glad." Invaluable to  
 the florist, for it blends with anything—and improves it. One of  
 the few REAL stems in all Glads. 7-8 open, perfect placement.  
 Cut fine from No. 2 or 3. Red ribbon at National this year in  
 pure lavender class.

**CAPTAIN BOYNTON**—(Boynton) Shares with Mrs. F. C. Peters the hon-  
 \*\* L S ors in blotched lavender class. This is the early one. Lavender  
 blue on a white ground, beautiful blotch—refined flower;  
 stretchy—we had it 5-ft. 10-in. this year. Wide open flower,  
 wiry, straight stem.

**CARMEN SYLVA**—(Prestgard-1918) Pure white, large flower, 7-8 open.  
 \*\* # L PP S Gets the red ribbon at National but we think nothing beats it  
 for cutting here. Always tall and straight and prolific.

**CAROLUS CLUSIUS**—(Velthuys-1928) An early light pink that is a fine  
 \*P S cutter. Deep, bright shrimp pink. Opens plenty. Good keeper.

**CATHERINE COLEMAN**—(Coleman-1919) One of the aristocrats, so  
 \*\* S everybody says. Very even cutter at 4½ to 5 feet; long head  
 with 22-25 buds; 6-in. flower; 6-7 open. Clear salmon rose with  
 darker feather. Half a dozen make a whole show.



(Reprint from Florists' Review, 10-6-'32)

### Give Your Grindstone a Rest!

Hear about the fellow who wore his out? He kept his nose on it till he got a crick in his back, and then he couldn't take it off. What about his nose? Oh! It was used to it—he was a grower.

Take yours off the grindstone a couple of minutes to chat with us. Try to mix a bit o' living with your business. It helps both of them.

#### BUT HANG ONTO YOUR GRINDSTONE!

The fellow who has been making a living by keeping his nose on it can go right on making a living these days—for he still has the grindstone! Whereas, the fellow who has been doing his living on easy money—he's out. There isn't any easy money left in the country, and there won't be any more, or we miss our guess.

Did you read about the chap who came home from work looking pale and haggard and told his wife, "All is lost?" Well, his boss had just called him into the office, and instead of the usual pay envelope, had GIVEN HIM THE BUSINESS!

Now, business IS tough, but not as tough as that, really. And the guy who gives his grindstone away, because he thinks he has a rough one, is apt to hunt a long time for a nice, smooth one—these days.

"THOUGHT GEM,"

"What the country needs right now" is not a Bull Market that will build us a bigger panic, but MORE AND BETTER GRINDSTONES!

### Success In 1932, A. D.

There are a few outstanding successes among my grower friends in the cut flower markets. How they succeed in staying on the right side of the ledger in such times as these makes an interesting (to me) study. Do they do it by hammering everlastingly at their overhead? Of course they do that. By putting in long hours? Yes, they do that. By having good equipment which speeds up operation and makes OPERATIONS timely? They do that, too. But some who are NOT getting by ALSO do those things.

These fellows who show a nice balance in black ink get TWICE the prices and make MANY times the NET that their earnest brethren do who do their bookkeeping in turkey red. They grow the excellent, new varieties. They are—I wonder why?—rated by their wholesalers, without exception, as "MY NUMBER ONE GROWER." Yes, THAT makes a difference. Guess you knew that, mebbeso? These fellows can take their regular day's cut to a show and cop a stack of Blue Ribbons. THEIR FLORISTS CAN TAKE THE REGULAR DAY'S PURCHASE TO THE SHOW AND DO THE SAME. It is no credit to their growing. They don't know any more about getting the most out of a Glad than do their brothers who couldn't get "Honorable Mention" in the same classes with their stock. It isn't what they know—it is what they DO. They get paid for what they deliver. What is that? They deliver *quality, profit, prestige, leadership*.

When you hear a man complaining these days about there being no money in Glads, you can safely put it down that HE HASN'T GOT THE GOODS.

It is the best game that lives out-doors in these parts.

The chap who has a real line of Glads and does not succeed with his business would starve to death at anything else I can think of except a govern-

## Variety Descriptions (*Continued*)

**CHALICE FLOWER**—(Kunderd-1924) A creamy blush white in great demand as a cut flower. Large flower with deep, full throat. Modern.  
\*\* S

**CHATEAU THIERRY**—(Vos-1929) Brilliant scarlet with large gold blotch that blends. Tall, heavy, straight. Fine cutter and seller. The garden fairies sprinkled the scarlet with Gold Dust.  
\* L S

**COMMANDER KOEHL**—(Pfitzer-1928) Wonderful, large, clear, tall blood red, light enough for the florist to use. Many open. Commercial—after while.  
\*\* S

**CORYHEE**—(Pfitzer-1926) Very beautiful light shell pink with white throat that wins everybody on sight. Many open. Great on the show table. Sometimes crooks in the garden.  
\*\* S

**CRIMSON GLOW**—(Betscher-1916) Tall, rich, dark crimson. Fine in P L South but poor shipper. Rugged, disease resistant.

**CRINKLES**—(Kunderd-1916) A beauty. Most ruffled and “crinkled” of all Glads and one of the most appealing. Richest of dark rose pinks with brilliant carmine blotch that fits. Grow it for fun or money.  
\* S L

**DR. F. E. BENNETT**—(Diener-1921) One of the Best Dozen. Fiery scarlet self. Florists can't get enough of it. Both brilliant and refined. Many open and many buds in color.  
\*\* S

**DR. MOODY**—(Kinyon-1926) Fine, early light lavender with many buds, many open. Good shipper and keeper; strong exhibition but still better commercial. Most prolific cutter I have grown. Many No. 1 or 2 bulbs throw 4 to 6 spikes. Don't miss it.  
#\*\*LPPS

**DR. VAN FLEET**—(Kunderd-1922) Early, much ruffled rose pink. Fine basket Glad—got the red ribbon in Floor Basket Class at 1932 National. Very tall; fine bulb grower. Burns in severe weather.  
L PP

**DON JUAN**—(Kunderd-1923) Husky salmon rose with Indian Lake flecking; darker border; sometimes comes smoky blue—always good. Round flower, ideal placement. Heavy.  
L PP \*

**EARLY SUNRISE**—(Alkemade-1915) Early as any; top-notch commercial; can win at times as tallest spike; a whopper. Some call it salmon, some pale red. Whitish throat. Florists' favorite. Fine grower. There with the first but always welcome. Tie to it.  
\*\* L P

**E. J. SHAYLOR**—(Kunderd-1918) Standard cutter. Heavy, ruffled rose pink. Cuts too well from small bulbs—market tires of it.  
PP L

**ELIZABETH TABOR**—(Hinkle-1922) Earliest; tall, blotched rose pink; very fine if early planted. Good money—but get it there early.  
\*

ment job. O Boy! I know a guy who has BOTH! And HE'S spending his whole winter on a Florida vacation this year—AS USUAL!

Yep, he's MY CUSTOMER!

(Reprint from Florists' Review 10-13-32)

### **Sure, Give Your Grindstone a Rest!**

Don't forget the depression—don't EVER forget its lessons. But THINK ABOUT RECOVERY—and think HARD about it. For YOUR recovery is YOUR PERSONAL PROBLEM. YOUR "good times" are coming back when you go out and BRING 'em back. We offer you in our 1932 GLAD CATALOGUE SOME GRINDSTONE ACCESSORIES that are now necessities. They are:

- (1) Varieties that bring highest cut flower prices and grade "Extra Fancy," with trebled PROFITS.
- (2) Varieties that are nearly or quite immune to thrips damage.
- (3) Varieties that have a long-lived bulb on which there is no "replacement depreciation." (When you buy an auto you ask about its wearing qualities?)
- (4) Varieties that are prolific cutters of strong market spikes and prolific growers of heavy, vigorous bulbs—125 per cent to 250 per cent crop.
- (5) Varieties that are both the finest florists' Glads and blue ribbon winners at the big shows.
- (6) The benefit of our experience for the past 10 years as successful bulb growers, flower shippers and exhibitors.

### **THESE GRINDSTONE ACCESSORIES ARE GUARANTEED:**

- (a) to make your grindstone easier on the nose;
- (b) to make the turning more interesting;
- (c) to insure that the thing won't break down;
- (d) to make it look like a Bran' New Grindstone;
- (e) to make you proud of the job you turn out.

### **WHAT TO BUY THIS YEAR—AND WHY!**

Not that you can afford to—but that YOU CAN'T AFFORD NOT TO. The "Old Line" stuff cannot be handled without a loss, from now on. Mother Nature has been working day and night, right through the depression, and has produced ample stocks of the BETTER, NEW GLADS. THE OLD LINE CANNOT COMPETE WITH THE BEST MODERN GLADS. Don't grind your heart out and your nose off trying to make the world back up. CATCH UP! Write us.

*"The Moving Finger writes, and having writ  
Moves on, nor all your piety nor wit  
Shall lure it back to cancel half a line,  
Nor all your tears wash out a word of it."*  
—OMAR.

Nor all your impiety!  
Start right, or in this game,  
Out of your one first mistake you soon  
have a gardenful of 'em—and—  
Cussing won't help.

## Variety Descriptions (*Continued*)

**EVELYN KIRTLAND**—(Austin-1916) Still one of the best. Helped the rest of the Old Guard conquer the floral world. Bright rose pink with a silvery overlay. Tall and straight; 6-7 open—yes, **OPEN**.  
 \*\* S

**FLAMING SWORD**—(Krelage-1823) Earliest red and good commercial. Easy doer. Light crimson that sells. Up to 10 open on long head. Good shipper—tough bulb.  
 \* P P L

**GIANT NYMPH**—(Coleman-1918) The money, if you cut. Hard to beat #\*\*LLPPS at any price for any purpose, even **WITHOUT** its newly discovered **IMMUNITY TO THRIPS DAMAGE**. Vigor to spare—will do whatever you ask of it, up to 6-ft. spike and 10 open. Fine shipper. **BEST PURE PINK** at National, year after year. Cuts strong from a No. 4 here, but use a No. 2 for accent on the "Giant." **WORTH WHATEVER THRIPS IMMUNITY IS WORTH TO YOU**. Has everything else—and **THAT**. Rapid propagator and fine bulb grower.

**GLORIANA**—(Betscher-1925) Richest and clearest salmon with pure cream throat. Called the height of perfection in coloring. "Indescribably soft tints melting away by imperceptible shadings." **THRIPS DO NOT WORRY IT**. Frequent National Show winner; very even cutter; always tall stem; 8 open. Don't miss it.  
 #\*LPS

**GOLD EAGLE**—(Austin-1925) Earliest deep golden yellow and so a money maker, for it is very prolific, too. Good height, good placement. Only 4-5 open but gets by nicely. Thrips do not bother it.  
 #\*LPP

**GOLDEN DREAM**—(Groff-1923) Finest midseason deep yellow, and likely the best of all yellow Glads. Tall, strong, graceful and impressive. Long head, 6-8 open, distinctively beautiful flower with petals recurved like a tea rose. Prolific cutter. Bulb wears and wears.  
 \*\*LLPPS

**GOLDEN MEASURE**—(Kelway-1908) And still going strong. Lighter yellow than above pair; massive plant and spike; 6-8 open; large flower; always a runner-up. Trade knows it and asks for it. Demand exceeds supply of bulbs or flowers.  
 \*\* L P S

**HEAVENLY BLUE**—(Pfitzer-1925) Beautiful. Light china blue, clear as the azure sky, tho not as blue. Shades lighter in throat. The right word is "elegance." Tall spike with 20-25 buds, 8-10 open flowers. No other flower can shame it in the same vase.  
 \*\* L S

**HELEN WILLS**—(Salbach-1924) Tall, large flowered, creamy white, with deeper cream throat. Very attractive. Not-so-good shipper.

**HELGA**—(Kundred-1921) A real cutter. Early salmon rose self with clear, creamy throat; extra shipper and keeper; great florist's variety. Always tall and straight. Extra prolific.  
 #\*LPP

(Reprint from Florists' Review 10-20-32)

GOOD NEWS!  
YOUR GRINDSTONE CAN BE FIXED  
JUST BECAUSE  
**The Gladiolus Comes of Age This Year!**

It's this way—  
When we bought original stock, prices were:

	No. 1	Bulblets
W. H. Phipps, each .....	\$ 20.00	\$30.00 per doz.
Minuet .....	100.00	10.00 each
Mrs. P. W. Sisson .....	100.00	10.00 each

In the same class were Catherine Coleman, Dr. Bennett, Mrs. Leon Douglas, Golden Dream, Betty Nuthall. We bought right, too. They were worth it then—because—from their very first showing they were unbeatable, and we knew them to be the COMING commercials.

**THEY HAVE ARRIVED THIS YEAR!**

It means:

- (1) That the main group of superlatively fine and strong Glads is now to be had at low wholesale prices; for the first time in history.
- (2) That these outstanding sorts are positively taking the flower markets; making them over.
- (3) That these flowers were THIS SUMMER salable in any volume, at premium prices; no waste.
- (4) That planting stock of them is now to be had in large blocks, commercial rates.
- (5) That the grower who does NOT stock them will be a back number beginning at once.

**HOW LONG WILL THEY BE LEADERS?**

A long time, because it takes 7 to 10 years to build a cut flower stock of a new variety—AND THERE'S NOTHING IN SIGHT NOW TO SPOIL THEM. The youngest of these came out in 1925.

**THESE ARE ESSENTIAL GRINDSTONE  
ACCESSORIES AND THIS IS  
THE YEAR OF YEARS TO INVEST**

because

GLADS ARE RIGHT NOW DUE FOR A BIG RISE IN POPULARITY, due to the excellence of THESE PRESENT TENSE COMMERCIALS. Wait and see. I'm telling you—

**“THERE'S NOTHING BETTER  
THAN A GOOD GLAD!”**

I took a straight commercial cut of these and similar sorts to the NATIONAL GLAD SHOW again this year. I “copped” 15 blue and red ribbons, 1 bronze medal and 3 silver medals. Easy picking, you see, FOR THEM! The credit is due the originators. I grow 'em just like I would America and Panama.

Saw a sign the other day, “REPAIRS ON EASY PAYMENTS.” Those people must be RUSHED with work—for there are so many folks, right

## Variety Descriptions (*Continued*)

**JACOBA VAN BEIJEREN**—(Heemskirk-1921) Deep rose violet; clear. We are replacing other dark ones with it for cutting. Tall spike, clean grower, many open, good keeper and shipper and seller. No thrips damage here.  
#\*\*LP

**JENNY LIND**—(Hoeg-Decorah-1921) "The sweetheart of the Gladiolus world," they USED to call it, when there was more money in the bulbs. Just as sweet as ever to me. This is the tall strain. Many buds, many open in perfect placement. Pure soft salmon melting into a pure cream throat.  
\*\* S

**JEWELL**—(Zeestraten-1921) Listed here to sell at a bargain. Tall grower, 6 open; fine color—salmon with cream throat. Whale of a propagator. Good in the South. Flower is too small for my trade, as it grows here. Somebody please buy it.

**JOE COLEMAN**—(Kunderd-1915) Much ruffled dark crimson. Early. 6-7 open and I mean OPEN. Heavy spike and truly beautiful red. Try a few, but not for shipping. Brittle flower.  
L PP

**JOERG'S WHITE**—(Joerg-1924) The whopping big creamy white with lavender throat marks. Fine spike for show or florist. Wide open.  
\*\* S

**JOHN T. PIRIE**—(Kunderd-1922) Bright, sparkling flower. Mahogany brown, darker throat, lighted up with an attractive yellow blotch. Popular. Good height, straight, clean grower, and the thrips don't like it.

**LA PALOMA**—(Dusinberre) Early, bright orange, distinct shade. Large flowers, good texture. Good cutter.  
\*S

**LOS ANGELES**—(Houdyshel) Bright, snappy, clear shrimp pink. Appealing shade. Always tall and strong. Cut it with first flower open or it fades up the spike. And it will burn in severe weather. Great for late cutting. An easy doer.  
#\*LLPP

**LOUISE**—(Wright) Attractive, rich wine lavender with velvety blotch. Large flower. I get along fine with it. Some don't. Plant it deep. Heavy spike. Only 3-4 open, but fine keeper.  
\*\*

**MARMORA**—(Errey-1925) Unique and pleasing grey lavender. Heavy spike, 8-10 wide open, deep-throated flowers. Impressive. Refined. Not everybody likes it—most people like it a lot.  
\*\* L S

**MARNIA**—(Kemp-1925) Good commercial orange; tall stem, plenty open. May kink some in bad weather.  
\* S

**MARSHALL FOCH**—(Kunderd-1918) Massive medium pink with large, round flowers, full coverage, snug placement, many open. Nice blotch of light scarlet. Like it better than newer ones in color class. Sound grower.  
\*\* L

now, whose "Easy Payments" are in need of repairs! And that's why we are doing a CASH BUSINESS, this year. Sabe? We can't repair YOUR GRINDSTONE on easy payments, but we can give you a rock-bottom CASH PRICE on the job.

(Reprint from Florists' Review 11-9-32)

### Do You Keep Books?

Some surprising figures and some plain talk.

It costs us \$7.50 per 1000 of grade A-1 spikes to produce them. This includes bulb planting, feeding, tillage, flower cutting, bunching, packing, taxes or ground rent, bulb digging, cleaning, storage expense. Our average express bill is \$2.45 per 1000. Average commission is 20 per cent. Now let's go. Varieties that sell in market for average of 15c per dozen spikes—\$12.50 per 1000—leave \$10.00 with commission paid, \$7.55 with express paid—and 5c per 1000 spikes after other fixed charges are handled.

### WE WON'T GROW THEM!

Why the devil should we?

Varieties that grade "fancy" and that average 25c per dozen in market—\$20.00 per 1000—show \$16.00 after commission is out, \$13.55 with express paid and \$6.05 per 1000 spikes with all fixed charges handled. 10,000 a day of THESE are worth while over the 100-day cutting season. The NET is 121 times the net on 15c Glads.

### WE CAN'T GROW ENOUGH OF THEM!

The net is all that interests us.

We don't like to carry the whole city trade—wholesalers, retailers and consumers—on our backs JUST FOR FUN. Do you?

Well then, SNAP OUT OF IT! You don't have to. You COULD work for YOURSELF, instead. You say, "But the bulb first cost of the 25c-a-dozen Glads is prohibitive." You're dead wrong. On any bulb, not over \$35.00 per 1000 for first size, it isn't the FIRST COST that COUNTS—it is THE UPKEEP. You put into the balance, along with first cost, a lot of other things—your entire operating plant, your summers, your elbow grease—everything that represents your stock in trade, and if you can't stand the first cost of the makings of a PAYING business, the sheriff is going to help you out—all the way out. Besides grading "extra fancy," a variety, to interest us a lot, must be a prolific cutter, a good propagator, a sound bulb grower and cut well from a young No. 3. IF a variety at \$35.00 per 1000 No. 1 bulbs IS those things, it will pay out—you soon have 20 for the 1 you bought.

### The National Show—1932

"Florists' Glads That Are Blue Ribbon Winners"—I claim to grow them.

Again we went to "The National." And took some of our garden pets along. Again we had a wonderful time. Again we won the identical number of ribbons—and four times the number of medals, to boot. But we somehow didn't get the kick out of the winning that we did on the instance of our debut on the Big Time Circuit. Out of 10 baskets that we made for competitive displays, 9 were Blue Ribboners—and I claim that is good enough. Yet, our best baskets we saved for the booth—HONEST we did. We had one in there, with the best Norton in it that I ever saw, that got a lot o'

## Variety Descriptions (*Continued*)

**MARY PICKFORD**—(Kunderd-1915) And still winning at the big shows.  
 \*\* S      Extra early pure cream. Spike and calyx are cream, too. Well named. No flower could be more chaste. Fine market variety because of color, earliness, number open.

**MOTHER MACHREE**—(Stevens F. H. 1927) A real treat. Live lavender with glints of salmon and gold. Strong, tall plant, 6-10 large blooms open. Likes our sandy loam. Placement varies enough to give spike character. Think you would like it.

**MINUET**—(Coleman-1925) The best yet in commercial field. Clear, light pinkish lavender. Ideal spike, 20-26 buds, 6-7 open, and they are real ones. We shipped 50,000 heavies to market this summer and nothing matched it for popularity. Prolific cutter; best shipper I have handled. I have been in our markets many mornings when our flowers arrived, and have shipped to myself over long distances. Minuet carries in 100% condition, even if shipped with 4 open flowers. This is just what growers who did NOT have it said it would not DO. Forget it! See our baskets (winners) and spikes in open color classes at National? Shipped OPEN—in PAILS! Bulbs are 3½ in. when mature, and are PROLIFIC CUTTERS, dividing up into another heavy bulb crop.

**MR. W. H. PHIPPS**—(Diener-1921) Guess you'll have to come to it. Iridescent La France pink. Up to 20 open flowers of wonderful keeping quality. Different texture from any other Glad—petals are like silk—can't break them. Massive, glistening, most refined, satisfying. Always called the finest show Glad—now called a marvelous florist's variety. Always straight stem, like a cane, but not too heavy for shipping. The market won't get too many of this one. There is nothing at all like it. And if Diener knows how he came by it, why doesn't he give us some more? See our baskets of it at the National? The amateurs raved over them plenty, but the GROWERS had their eyes on the next one here—(and so did I.)

**MRS. DR. NORTON**—(Kunderd-1915) I consider this the finest thing Kundred ever did. Light, silvery pink with a sheen and a sparkle. We had TEN OPEN FLOWERS WITH FIRST ONE IN PERFECT CONDITION ON 20 out of 50 spikes in our booth basket at National this year; 20-22 buds per spike. DUNA beat it in the Light Pink color class; Sisson (ours) beat it last year; but it was second each time—no disgrace for as fine a COMMERCIAL as it is in the North. Not good in the Far South. Use Virginia Hale there for this color. (And write Gove for some DUNA bulblets—I'm going to.)

**MRS. F. C. HORNBERGER**—(Hornberger-1925) Very large, clear white,  
 \*\* SLP      Good exhibition, fine commercial flower. Extra good shipper, fine keeper.



## The National Show—1932 (*Continued*)

lovin'. And one of Minuet and two of Phipps which were sure no disgrace; and some Red Glory and Doc Bennett and Orange Queen that got along nicely together; and some Chalice Flower and Veilchenblau and Farrar that clicked, etc.

All that that booth needed to perfect the color scheme was a touch of ROYAL BLUE RIBBON, but we didn't bring any; and along came the judges—and missed the point entirely—AND HUNG A RED ONE ON IT! Shucks!

Spoiled it completely! They didn't seem to understand, so I pointed out the utter inharmony of their touch of color, but they said they couldn't help it—they had inadvertently left the Blue Ribbon at Helm's booth across the way—and he was lookin'—and they didn't dare go back and get it—or somethin' like that—a perfect alibi they had! Ask George Hunter. And he showed me in the Bible or the schedule or some book where it said I was all wet, and tho I hit the bull's eye, I had shot at the wrong mark any way—and he hustled off to tell somebody else where to get off at. He does it briskly and gracefully.

The most fun I got out of the show was thru the alibi that I didn't plant anything for it and didn't intend to go until 48 hours before I started. Then I got the fever, garnered the cream o' the cut, packed 'em in hampers same as for market and caught the same train with them—minus a few things like shaves, shines, face washes, and such, essential to civilized Pittsburgh Life, I reckon, but unnecessary in the garden. ANY way, what I mean is that all I had at the show was straight COMMERCIAL-CUT FLOWER STOCK, with no petting, no irrigating, no extra feeding—no show planting. So I was happy to get away with all the silk and silver they so kindly handed me. One thing I did demonstrate to MY OWN satisfaction was just that we DO grow "FLORISTS' GLADS THAT ARE BLUE RIBBON WINNERS." Proved it plenty.

To those of you who missed the train, or lost your ticket, or forgot the dates and went the day after the show closed (as I did once) or maybe didn't find your way all the way from the second basement to the 17th floor where we had all the fun, I wish to say that you missed something.

You missed Elmer Gove's display of the new Palmer Seedlings. That display was in a class by itself. It was the finest Glad Show I ever have seen, and a revelation in Gladiolus perfection and possibilities that was astounding to at least one hard-boiled Glad Man. And—DON'T MISS IT AGAIN!

But then, as if to collect for all the pleasure he had given me with that wonderful display, he pulled the meanest stunt! I had already been down the line and counted my Blue Ribbons, long before any Judges showed up at all. One of 'em was going to be hung on three PERFECT spikes of Mrs. Dr. Norton in the class for Best Light Pink. (I didn't have any Sisson open at show time.) And one was to be hung on three spikes of Gloriana—best I ever had in my hands, I'll admit. O Yeah! I went back five minutes later—and he had spoiled the whole thing. He'd stuck three whopping big spikes of DUNA into the Light Pink Class—and I couldn't even find my Norton till I looked the third time—completely hid her. And in front of my glorious

## Variety Descriptions (*Continued*)

**MRS. FRANK PENDLETON, JR.**—(Kunderd-1910) Old as the hills and  
 \* LLS just as solid. The good, heavy blotched pink that put Glads on the floral map for keeps. One variety that is as good as—or better than—we grow it here, when it opens in Southern Florida, etc. Tough bulb. (Using rabbit manure to feed it, a neighbor here grew one with a 32-in. flower head. What's YOUR record for it?)

**MRS. F. C. PETERS**—(Fischer-1926) Another thrips—proof one that was  
 #\*\*PS a natural born leader WITHOUT that new distinction. Rose lilac with velvety crimson blotch. Best blotched lavender in commerce. Late. Opens ten gloriously deep-throated, wide-petaled, glistening flowers in the best placement for florist's use I have seen.

**MRS. GERTRUDE PFITZER**—(Pfitzer-1926) Another good blue, violet  
 S center. Good, heavy spike.

**MRS. H. E. BOTHIN**—(Diener) BEST blotched pink in our garden. It is  
 \*\*LLPS a creamy light salmon with a better color scheme than Pendleton, and nicely ruffled. Tall and strong, always straight. Florist never gets enough of this one.

**MRS. LEON DOUGLAS**—(Diener-1920) A giantess both beautiful and  
 \*\* LPS good. Takes a big basket to show it. Largest and heaviest spike we ship, not excepting old Peace. 6-ft. plant, 9 open—and I've HAD 12 open on it this year—and big ones. Oh! You beautiful doll, you great big beautiful doll! The market will take all you can spare. Cuts splendidly from No. 3. Don't miss this.

**MRS. P. W. SISSON**—(Coleman-1925) Pure Cameo Pink. Ruffled just  
 \*\*LLPS right. Coleman's most beautiful origination. Best light pink under \$5.00 per bulb, and, for all I can know until I see DUNA cut right down the row, the best at ANY price. Exquisitely ruffled and crimped. Just right. Sorry I had none open at show time. Maybe DUNA would have licked 'em any way. Find out next year. One dandy cutter and shipper.

**MRS. VAN KONYNENBURG**—(Pfitzer-1924) Tall, clear, light violet  
 \*S blue. Many open. Probably best in color class.

**NANCY HANKS**—(Salbach) Apricots and oranges. Like 'em? They go  
 #\*\*LPPS fine together in this fruity and fruitful creation of a tip-top hybridist. This is a real commercial cutter. No bad habits. Beautiful flower, perfect placement, many large ones open on a straight spike that stands the heat, the cold, the dry and the wet. Markets eat it up. Cuts well from a No. 4. Does 11 buds—regular as clock work—from No. 5. Won a second in color class at National this year off fours. Resistant to thrips—very firm, tight sheaths. A color the florist needs. Not as tall as Betty Nuthall, of which it is a parent.

## The National Show—1932 (*Continued*)

Gloriana—I hate to tell you—I felt so bad—were three whopper and bigger spikes of PICARDY! Washed up, I was, as far as the BLUE Ribbons went in THOSE classes! And just between us, I guess it will be the same story again next year as far as those VARIETIES go—but watch my smoke! Picardy and Duna like this Amherst soil quite as well as they do any ground they ever scratched in, I do believe, and maybe—just maybe—Gosh! I hope so!

### Show Glads vs. Commercial

JUST WHY all this ballyhoo about SHOWS, when what I'm selling you is commercial cut flower bulbs? A fair question.

Aren't Red Ribboners or White Ribboners or Honorable Mention Glads or Also Rans just as good commercials as Blue Ribbon Glads?

Sometimes, but rarely. A wonderful Show Glad MIGHT be one that you have to plant a thousand bulbs of, in order to go out and find a dozen real spikes for the exhibition classes; but it still might be *such* a Glad that those dozen spikes will knock your eye off when you see them on the table. There are such. Or it might be a variety that will give you such a scant increase in bulblets that nobody ever WOULD have a commercial stock of it; or one with a bulb so susceptible to disease that no self respecting grower would tolerate it in his storage because it would mean only grief to him; or one that makes a great spike from an old No. 1 bulb, but comes blind from a young No. 3; or one that likes to rest up every other year; or one that simply will not open if cut in bud and shipped safely tight to market, and will not ship at all, without breaking all up, if it is cut with first flower open. Or it may be one that ordinarily comes as crooked as a pig's tail, so that you couldn't pack a ten thousand cut in a box car. But those things are exceptional.

The acid test of a FLOWER'S possibilities, is the show table. On the show table or the florist's work table, the things that we seek in Glads are pretty much the same—beauty, strength, texture, charm. THE GREAT COMMERCIAL IS A GREAT SHOW GLAD THAT PRODUCES THOSE QUALITIES REGULARLY AND DEPENDABLY.

### New "Florists" Glads That Are Blue Ribbon Winners

When you talk about them you are talking money. Look at PICARDY. (If you do you'll want another look.) A friend of mine sent Elmer Gove five \$100 bills last season and—would Elmer please send him some PICARDY bulblets for them? WOULD he! He sent him an astonishing lot, considering that they were worth \$60 per 100. Elmer would do THAT, too. And they were dandies. Not the kind you might pick up some places when you buy into a bran' new one that some introducer wants to "hog," himself, for a few years. In fact, he sent some sizeable bulbs along, too. Well, the friend planted 'em and lovingly cared for 'em. And, believe it or not, he has over 1,000 No. 1 bulbs from them, and over 40,000 bulblets. That Glad is a hustler in every way. This year that crop off those five \$100.00 bills is worth, at one-half of catalog prices, over \$4,000.00. It happens to be a thing that will pyramid each year until the country is stocked up on PICARDY. And that will take another five years, at least, for we all HAVE to have it, and will. It is the onliest sure thing they is.

You don't find many PICARDYS in the FIRST hundred years!

## Variety Descriptions (*Continued*)

**OPALESCENT FOR SALE**—some “just bulbs.” Don’t like it. Some do—  
 ??? come and drag it away, please. Pale lavender. Large flower, fine  
 PLANT. Tall spike. Beautiful late cut. No shipper.

**ORANGE QUEEN**—(Pfizer) The sweetest tints in all Gladdom; indescrib-  
 \*\*LPS(1923) able, no use trying. IF I’m ever sick a-bed, I hope some-  
 body brings me some. Everybody falls for Her Majesty. Have  
 a heart and plant some for your trade.

**PEARL OF CALIFORNIA**—(Kingsley-1926) Giant La France pink of a  
 \*\*S pale persuasion. Many large blooms out on a tremendously long  
 flower head. Early.

**PFITZER’S TRIUMPH**—(Pfizer-1925) Mammoth orange scarlet that some  
 \*\*LLS call salmon. You can enter it at the big shows in either class.  
 And it will bring you some ribbons! One of the largest, but not  
 coarse. Has character written all over it. Has to be seen to be  
 appreciated. Wonderful keeper when cut and a good shipper, but  
 DON’T leave it to open in the garden in hot weather. Besides,  
 why SHOULD you? The buds, tho, will not scorch. Nip and  
 tuck with Bennett at the big shows.

**PICARDY**—(Palmer-1930) Introducer’s description: “Prevailing color is  
 soft shrimp pink without flecking. Lip petals a light flesh pink  
 shading to shrimp pink at edges, and with inconspicuous feather-  
 ing of diffused begonia rose. The variety possesses unusual last-  
 ing quality as a cut flower, individual blooms remaining in per-  
 fect condition for four or five days, until as many as ten are out  
 at once. Blooms are large and well placed on a tall, strong  
 spike, maintaining size and opening well to the last bloom. Ex-  
 cellent propagator.”

That man knows Glads. But he states his case too modest-  
 ly. I have observed this one for two seasons, and I am con-  
 vinced that it is on its way to the VERY TOP of the heap. This  
 one is better than a savings bank. Got any spare change?

**PRIDE OF WANAKAH**—(Chriswell-1924) One of the very best. A  
 \*\* LL S P great big deep lavender rose. Throws a fine spike, even from  
 a No. 4. Rates high either as commercial or show. Plant No. 2  
 bulbs for show.

**PRINCE OF WALES**—(Van Zanten-1917) Still one of the most beautiful  
 \*\* S of Glads. Very fine cut flower if you can grow it straight. Likes  
 a cool, moist sand best of all, and is wonderful in it. Long spike  
 with 20-22 buds; large flower, good shape, good placement, per-  
 fect coloring. Most attractive shade of clear light salmon. Will  
 not fleck. Has a tricky small blotch so deep in the throat that  
 you never get enough of it—a creamy yellow that adds both a  
 sparkle and a mystery to the flower that NO OTHER GLAD  
 EVER HAS MATCHED. It is one good Glad than can stand a  
 close-up. Throws a dandy from a three. I wish Palmer would  
 stop it from crooking!

**BUY STOCK THAT PAYS DIVIDENDS!**

**BUY STOCK THAT PAYS DIVIDENDS!**

**BUY STOCK THAT PAYS DIVIDENDS!**

Many a grower who cut and cut and shipped and shipped all summer had nothing to dig his bulb crop on this fall but a flat tummy and a headache. For he had his money all tied up in obsolete bulb stock that returned no profit on operating—but he DID buy a lot of it for a DOLLAR!

The joker in it is that the more of it he had the worse off he was, for what he bought was—GRIEF! He had bought himself—or worked himself into—a nice big job—with no income attached!

And it reminds me, somehow, of a story a dentist friend tells me about a new customer who came in from a rural district with an aching tooth which he wanted extracted.

He was given a local anesthetic and the operation was completed—without complications—in about four minutes. The patient asked how much he owed and was told three dollars.

“THREE DOLLARS?” he cried, indignantly. “Why, the dentist down home pulled one for me and only charged me a dollar—and it took him half an hour and he dragged me all over the room.”

“GRIEF” stock is going to be quoted at new lows this season. I’m not taking any on—at any price. Thank you, just the same.

### **PLEASE READ BEFORE ORDERING**

#### **RESOLVED THAT**

Gladiolus bulb pricing appears to have gone more or less crazy. Why bring that up? Better let sleeping dogs lie? I dunno—depends on where the dog does his lying. I have to step right over this pup, and he might get up and bite me just then. So suppose we kick him out while we’re headed the right way and have our right foot foremost, so to speak.

I find that dozen prices and hundred prices and thousand prices are in a jumble. One prominent grower offers 25 bulbs at what he calls a 1000 price this year. Taking one variety and size as a sample, he quotes this size at \$12.00 per 1000. 25 bulbs at that rate means 25 bulbs for 30c. In the same breath—on the same page and same line—he offers 12 bulbs of the same thing for ONE DOLLAR. Something loose, surely.

Let’s try to simplify it a bit and see if everybody can get an equal opportunity and an even break out of it.

I'm not in the RETAIL bulb business as a specialty. To do that game to perfection one needs a list a rod long. And anybody who knows Glads knows that there aren't that many GOOD ones. I can't afford to board a lot of weak sisters in order to stretch out my list so that I can sell a few hundred of them now and then.

Of the REAL ones—that everybody needs—I have plenty, and the sinister purpose of this little booklet is to pass 'em around. So, within reason, I'll pass 'em around in small lots as well as big ones. Often a grower wants to try out a new one. Here's his chance to plant 25 of them, and if he is doing some buying, get them at the 1000 rate. Here is my pricing system:

25 at the 100 rate, which is par.

1000 rate is 8 times 100 rate, which means 20% discount on 100 rate.

5000 rate is  $4\frac{1}{2}$  times the 1000 rate, which is another 10% discount.

10000 rate is 8 times the 1000 rate, which is another 20% discount.

Now, a variety that costs \$4.00 per 100 at the 100 rate will cost only \$3.20 per 100 at the 1000 rate and \$2.56 per 100 at the 10,000 rate.

I show on the price list the 100 rate, 1000 rate and 5000 rate, to save you a lot of figuring. The 10,000 rate is easily figured from the 1000 rate. I hope you use it!

### MAKE UP YOUR OWN COLLECTIONS

Any collection of 1000 bulbs—not less than 25 of a kind—will sell at 8 times the 100 rate, for spot cash.

Any 5000 bulbs—not less than 250 of a kind and size—will sell for  $4\frac{1}{2}$  times the 1000 rate, for spot cash.

Any 10,000 bulbs—not less than 250 of a kind and size, will sell for 8 times the 1000 rate, for spot cash.

**F. O. B. Amherst, Ohio. Packing Free. \$2.00 Minimum Order.**

**(See Pages 19 and 24 before ordering.)**

**A GOOD PLACE TO INVEST YOUR MONEY,  
this year or any other.**

How to make up a collection of bulbs to get your 1000 rate on small lots; see how this is built up:

100 #1 Minuet .....	3.75	\$3.75
25 #2 Minuet .....	3.00	.75
50 #1 Mother Machree	9.00	4.50
75 #1 Marmora .....	3.00	2.25
200 #1 Mrs. Sisson .....	1.60	3.20
100 #3 Royal Lav .....	3.00	3.00
100 #1 S O S L .....	2.50	2.50
300 #3 Phipps .....	1.00	3.00
50 #1 Phipps .....	1.50	.75
<hr/>		
1000 bulbs.....	23.70	at 100 rate
Less 20%—cash.....	4.74	your saving
<hr/>		
Check with order.....	18.96	at 1000 rate

Using the 1000 rate, with items of 250 or over, and building a total of 10,000 bulbs:

1000 #1 Minuet .....	30.00	30.00
250 #2 Minuet .....	24.00	6.00
500 #1 Mother Machree	72.00	36.00
750 #1 Marmora .....	24.00	18.00
2000 #1 Mrs. Sisson ...	13.00	26.00
1000 #3 Royal Lav. ....	24.00	24.00
1000 #1 S O S L .....	20.00	20.00
3000 #3 Phipps .....	8.00	24.00
500 #1 Phipps .....	12.00	6.00
<hr/>		
10000 bulbs .....	190.00	at 1000 rate
Less 20%—cash	38.00	your saving
<hr/>		
Check with order .....	152.00	at 10,000 rate

(See Page 24 before ordering.)

## PRICE LIST

	No. 1-1½" up			No. 2-1¼"-1½"			No. 3-1"-1¼"		
	100	1000	5000	100	1000	5000	100	1000	5000
Aflame	\$4.00	\$ 32.	\$144.	\$ 3.00	\$24.	\$108.	\$2.00	\$16.	\$ 72.
Albatros	12.50	100.	450.	10.00	80.	360.	8.00	64.	288.
A. Eberius	1.25	10.	45.	1.00	8.	36.	.60	5.	22.
Apricot Glow	1.60	13.	58.	1.25	10.	45.	.90	7.	31.
Bengal Tiger	1.60	13.	58.	1.25	10.	45.	.90	7.	31.
Betty Nuthall	3.50	28.	125.	3.00	24.	108.	2.25	18.	75.
Break O' Day	1.00	8.	36.	.75	6.	27.	.50	4.	18.
Brilliant	1.00	8.	36.	.75	6.	27.	.50	4.	18.
B. L. Smith	1.60	13.	58.	1.25	10.	45.	.90	7.	31.
Capt. Boynton	1.50	12.	54.	1.00	8.	36.	.75	6.	27.
Carmen Sylva	1.60	13.	58.	1.25	10.	45.	.90	7.	31.
Carolus Clusius	2.25	18.	81.	1.75	14.	62.	1.25	10.	45.
Cath. Coleman	2.00	16.	72.	1.50	12.	54.	1.00	8.	36.
Chalice Flower	2.50	20.	90.	2.00	16.	72.	1.50	12.	54.
Chateau Thierry	1.25	10.	45.	1.00	8.	36.	.60	5.	22.
Com. Koehl	18.00			15.00			10.00		
Coryphee	10.00	80.		8.00	64.		6.00	48.	
Crimson Glow	1.00	8.	36.	.75	6.	27.	.50	4.	18.
Crinkles	1.60	13.	58.	1.25	10.	45.	1.00	8.	36.
Dr. Bennett	1.60	13.	58.	1.25	10.	45.	1.00	8.	36.
Dr. Moody	3.00	24.	108.	2.50	20.	90.	2.00	16.	72.
Dr. Van Fleet	1.00	8.	36.	.75	6.	27.	.50	4.	18.
Don Juan	2.00	16.	72.	1.50	12.	54.	1.00	8.	36.
Early Sunrise	2.00	16.		1.75	14.		1.50	12.	
E. J. Shaylor	1.00	8.	36.	.75	6.	27.	.50	4.	18.
Eliz. Tabor	1.25	10.	45.	1.00	8.	36.	.60	5.	22.
Ev. Kirtland	1.25	10.	45.	1.00	8.	36.	.60	5.	22.
Flaming Sword	1.00	8.	36.	.75	6.	27.	.50	4.	18.
Giant Nymph	1.25	10.	45.	1.00	8.	36.	.60	5.	22.
Gloriana	1.25	10.	45.	1.00	8.	36.	.60	5.	22.
Gold Eagle	1.25	10.	45.	1.00	8.	36.	.60	5.	22.
Golden Dream	1.75	14.	63.	1.50	12.	54.	1.00	8.	36.
Golden Measure	1.50	12.	54.	1.00	8.	36.	.75	6.	27.
Heavenly Blue	7.50	60.		6.25	50.		5.00	40.	
Helen Wills	3.50	28.		3.00	24.		2.50	20.	
Helga	1.00	8.	36.	.75	6.	27.	.50	4.	18.
Jacoba V. B.	1.50	12.	54.	1.25	10.	45.	1.00	8.	36.
Jenny Lind	1.75	14.	63.	1.50	12.	54.	1.00	8.	36.
Jewell	.75	6.	27.	.50	4.	18.	.40	3.	13.
Joe Coleman	1.00	8.	36.	.75	6.	27.	.50	4.	18.
Joerg's White	3.50	28.	125.	3.00	24.	108.	2.25	18.	81.
J. T. Pirie	1.75	14.	63.	1.50	12.	54.	1.00	8.	36.
La Paloma	11.25	90.		9.00	72.		7.50	60.	
Los Angeles	1.00	8.	36.	.75	6.	27.	.50	4.	18.
Louise	1.25	10.	45.	1.00	8.	36.	.60	5.	22.



## FOR 1932-33

No. 4- $\frac{3}{4}$ "-1"			No. 5- $\frac{1}{2}$ "- $\frac{3}{4}$ "			No. 6- $\frac{1}{2}$ " down			Bulblets		
100	1000	5000	100	1000	5000	100	1000	5000	Qt.	Pk.	Bu.
\$1.25	\$10.	\$ 45.	\$1.00	\$ 8.	\$36.	\$ .75	\$ 6.	\$ 27.	\$5.00	\$30.	
6.00	48.	216.	4.00	32.	144.	2.50	20.	90.	(M 8.00)		
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	4.	12.
.65	5.	22.	.40	3.	13.	.25	2.	9.	1.25	7.	22.
.65	5.	22.	.40	3.	13.	.25	2.	9.	1.25	7.	22.
1.60	13.	55.	1.00	8.	35.	.75	6.	25.	4.00	28.	90.
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	4.	12.
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	4.	12.
.65	5.	22.	.40	3.	13.	.25	2.	9.	1.00	5.	15.
.50	4.	18.	.40	3.	13.	.25	2.	9.	1.00	5.	15.
.65	5.	22.	.40	3.	13.	.25	2.	9.	1.00	5.	15.
1.00	8.	36.	.65	5.	22.	.50	4.	18.	1.50	8.	
.75	6.	27.	.50	4.	18.	.25	2.	9.	2.50	15.	50.
1.00	8.	36.	.75	6.	27.	.50	4.	18.			
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	4.	12.
8.00			6.00			4.00			(M 12.00)		
4.00	32.		3.00			2.00			(M 3.00)		
.40	3.	13.	.25	2.	9.	.15	1.	5.	.50	3.	10.
.75	6.	27.	.50	4.	18.	.25	2.	9.	1.00	6.	20.
.65	5.	22.	.40	3.	13.	.25	2.	9.	.75	5.	18.
1.50	12.	54.	1.00	8.	36.	.75	6.	27.	5.00	30.	
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	4.	10.
.75	6.	27.	.50	4.	18.	.25	2.	9.	2.50		
1.00	8.		.75	6.		.50	4.		1.50		
.40	3.	13.	.25	2.	9.	.15	1.	5.	.50	3.	10.
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	4.	12.
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	4.	12.
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	4.	12.
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	5.	15.
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	5.	15.
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	4.	12.
.75	6.	27.	.50	4.	18.	.25	2.	9.	1.50	8.	25.
.50	4.	18.	.40	3.	13.	.25	2.	9.	.75	5.	
3.25	26.								4.00		
1.75	14.		1.25	10.							
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	3.	10.
.60	5.	22.	.50	4.	18.	.25	2.	9.			
.75	6.	27.	.50	4.	18.	.25	2.	9.			
											6.
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	3.	10.
1.50	12.	54.							2.	14.	
.75	6.	27.	.50	4.	18.	.25	2.	9.			
5.00	40.		3.00	24.		1.25	10.		12.	75.	
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	3.	10.
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	4.	12.

	No. 1-1½" up			No. 2-1¼"-1½"			No. 3-1"-1¼"		
	100	1000	5000	100	1000	5000	100	1000	5000
Marmora	3.00	24.	108.	2.50	20.	90.	2.00	16.	72.
Marnia	1.50	12.	54.	1.25	10.	45.	.90	7.	31.
Marshal Foch				1.50	12.	54.	1.00	8.	36.
Mary Pickford				1.15	9.	40.	.75	6.	27.
Mother Machree	9.00	72.	324.	7.50	60.	270.	5.00	40.	180.
Minuet	3.75	30.	135.	3.00	24.	108.	2.00	16.	72.
Mr. W. H. Phipps	1.50	12.	54.	1.25	10.	45.	1.00	8.	36.
Mrs. Norton	1.50	12.	54.	1.00	8.	36.	.75	6.	27.
Mrs. Hornberger	2.50	20.		2.00	16.		1.60	12.	
Mrs. Pendleton	1.00	8.	36.	.75	6.	27.	.50	4.	18.
Mrs. F. C. Peters	1.75	14.	61.	1.50	12.	54.	1.00	8.	36.
Mrs. Ger'de Pfitzer	9.00			7.50			5.00		
Mrs. H. E. Bothin	1.50	12.	54.	1.25	10.	45.	.90	7.	31.
Mrs. Leon Douglas	1.50	12.	54.	1.25	10.	45.	.75	7.	31.
Mrs. P. W. Sisson	1.60	13.	58.	1.35	11.	49.	1.15	9.	40.
Mrs. Van Konburg	4.00	32.	144.	3.00	24.	108.	2.50	20.	90.
Nancy Hanks	1.50	12.	54.	1.25	10.	45.	.90	7.	31.
Nixe	2.50	20.	90.	1.90	15.	67.	1.50	12.	54.
Opalescent	.75	6.	27.	.65	5.	22.	.50	4.	18.
Orange Queen	1.50	12.	54.	1.25	10.	45.	.75	6.	27.
Pearl of Calif.	7.50	60.	270.	6.25	50.	225.	5.00	40.	180.
Pf's. Triumph	3.25	26.	117.	2.75	22.	99.	2.25	18.	81.
PICARDY	(1)	2.00		(1)	1.50		(1)	1.00	
"	(10)	16.00		(10)	12.00		(10)	8.00	
"	(100)	125.00		(100)	100.00		(100)	80.00	
P. of Wanakah	1.75	14.	61.	1.50	12.	54.	1.00	8.	36.
Prince of Wales	1.25	10.	45.	1.00	8.	36.	.65	5.	22.
Purple Glory	1.50	12.	54.	1.25	10.	45.	1.00	8.	36.
Red Glory	4.00			3.00			2.00		
Romance	1.25	10.	45.	.75	6.	27.	.50	4.	18.
Rose Ash	1.25	10.	45.	1.00	8.	36.	.65	5.	22.
Rose Luisante	.75	6.	27.	.65	5.	22.	.50	4.	18.
Royal Lavender	6.25	50.		5.00	40.		3.00	24.	
Richard Diener	1.75	14.		1.50	12.		1.15	9.	
Salbach's Pink	15.00			11.00			9.00		
Scarlet Princeps	1.25	10.	45.	.90	7.	31.	.75	6.	27.
Scarlet Wonder	1.50	12.	54.	1.00	8.	36.	.65	5.	22.
Sheila	1.00	8.	36.	.75	6.	27.	.50	4.	18.
Souvenir	1.00	8.	36.	.75	6.	27.	.50	4.	18.
Spirit St. Louis	2.50	20.		2.00	16.		1.25	10.	
Stuttgartia	15.00	120.		12.00	96.		10.00	80.	
Sunnymede	1.75	14.	61.	1.35	11.	49.	1.00	8.	36.
Tycko Zang	1.25	10.	45.	1.00	8.	36.	.65	5.	22.
Veilchenblau	5.00	40.		4.00	32.		3.00	24.	
Venus	1.50	12.		1.25	10.		1.00	8.	
Violet Beauty	1.50	12.		1.25	10.		1.00	8.	
Virginia Hale	1.00	12.	54.	1.25	10.	45.	.90	7.	31.

No. 4- $\frac{3}{4}$ "-1"			No. 5- $\frac{1}{2}$ "- $\frac{3}{4}$ "			No. 6- $\frac{1}{2}$ " down			Bulblets		
100	1000	5000	100	1000	5000	100	1000	5000	Qt.	Pk.	Bu.
									2.	12.	40.
.60	5.	22.	.40	3.	13.	.25	2.	9.	1.00		
.60	5.	22.	.40	3.	13.	.25	2.	9.	.75	5.	15.
.50	4.	18.	.25	2.	9.	.15	1.	5.	.75	4.	12.
3.75	30.	135.	2.65	21.	94.	1.75	14.	63.	7.	40.	
1.50	12.	54.	1.25	10.	45.	.90	7.	31.	4.	28.	100.
.60	5.	22.	.40	3.	13.	.25	2.	9.	.75	5.	18.
.50	4.	18.	.25	2.	9.				.75	5.	12.
									1.00	5.	
.40	3.	13.	.25	2.	9.	.15	1.	5.			
.75	6.	27.	.50	4.	18.	.25	2.	9.	1.75	9.	30.
3.00			2.50			1.25			15.		
.50	4.	18.									
.50	4.	18.	.40	3.	13.	.25	2.	9.	1.00	6.	.20
.75	6.	27.	.50	4.	18.				1.00	6.	
2.00	16.	72.	1.50	12.	54.				2.50		
.50	4.	18.	.40	3.	13.	.25	2.	9.	1.00	6.	20.
1.00	8.	36.	.75	6.	27.	.50	4.	18.	2.00	12.	36.
.40	3.	13.	.25	2.	9.	.15	1.	5.	Dumped		
.50	4.	18.	.40	3.	13.	.25	2.	9.			
3.75	30.	135.	2.00	16.	72.	1.25	10.	45.	4.00		
1.75	14.	61.	1.15	9.	40.	.65	5.	22.	3.00	18.	

(1) .80  
(10) 7.00

(1) .70  
(10) 6.00

(1) .20  
(10) 1.50  
(100) 12.00

.65	5.	22.	.40	3.	13.	.25	2.	9.	1.00	5.	16.
.50	4.	18.									
.75	6.	27.	.50	4.	18.	.25	2.	9.	1.50	8.	25.
1.20			.80			.60					
.40	3.	13.	.25	2.	9.	.15	1.	5.	.75	4.	12.
.50	4.	18.									
2.50	20.		1.25	10.					8.00		
.75	6.		.50	4.		.25	2.	9.	1.50		
6.00			5.00			3.00			(M)	6.00	
.50	4.	18.	.25	2.	9.	.15	1.	5.	.60	3.	10.
.40	3.	13.	.25	2.	9.	.15	1.	5.	.60	3.	10.
.40	3.	13.	.25	2.	9.	.15	1.	5.	.50	3.	8.
.75	6.								2.00		
8.00	64.		7.50	60.					(100)	1.25	
.65	5.	22.	.50	4.	18.	.25	2.	9.	1.00	6.	
.50	4.	18.	.25	2.	9.	.15	1.	5.	.75	4.	12.
2.25	18.		1.50	12.		1.00	8.		4.00		
.65	5.										
.65	5.	22.	.40	3.	13.	.25	2.	9.			

### PLEASE GET THIS!

That is a CASH discount for CASH WITH ORDER. I am not giving something for nothing. BUT—you don't have to send full cash to get a discount on what cash you DO send. 25% cash with order will give you the % of discount to which you are entitled—which is  $\frac{1}{4}$  of the 20% discount—precisely 5% discount. 50% cash with order will give you 10% discount. 75% cash with order will give you 15% cash discount. Plain? And Fair?

### 25% CASH WITH ORDER IS REQUIRED TO HOLD THE STOCK.

I cannot sell bulbs unless I sell them for MONEY. I have to meet a stiff payroll. I pay fair wages, and I'm a Glad Grower—not a capitalist. All that I have I built up from a 75x125 ft. Glad Patch.

### A NEW PRICE LIST

will be out in January, with items which are sold out deleted, and the above heavy discounts will NOT apply on that list, which is for Spring sales.

THE PRICES QUOTED IN THIS PRICE LIST CANCEL ALL PREVIOUS PRICES OR TERMS OFFERED BY ME AT ANY TIME ON ANY STOCK TO ANYBODY OR IN ANY ADVERTISING THAT HAS APPEARED IN TRADE PAPERS. Prices always subject to change without notice. Stock offered subject to prior sale.

### OUR GUARANTEE

I guarantee all stock sold by me to be true to name, free from disease and injurious insects, up to size and vigorous. Any stock which I deliver that is proven to be otherwise will cheerfully be replaced by me without cost to the customer. Beyond that replacement I accept no responsibility for crop or damages resulting from any crop failure.

### GRADING

I use the BELL DIAMETER GRADER, made by Emil Bell, Amherst, Ohio, on all of my grading. It gives oversize stock in the first THREE grades; full size stock in the FOURTH grade. It uses OBLONG SLOTS instead of round holes in the FIFTH and SIXTH grades, resulting in much heavier grading than the trade is accustomed to get. Don't worry about the GRADING.

### REFERENCE

Park Bank Company, Amherst, Ohio, half a block from my place of business, has handled my account for five years past, and you are requested to refer to them concerning my business methods and my ability to meet my obligations. OR—anybody else in Amherst.

## If You Propagate

don't put money into anything that is going AWAY from its zenith of popularity. Pick 'em headed THE RIGHT WAY, at least—those that have not yet reached commercial price levels. You can always get out, then, if you want to.

## The Newcomer

Is often the life of the hamlet, or the industry. Sometimes I think he is the only HOPE in ours. This is patent — if the present list of commercial flower growers do not supply their own market with the class of stock which it requires to be in the mode, a list of NEW growers will do so.

In the ten years I have been in this industry I have seen the entrance of quite a few new men, competitors, if you please, whom I now recognize as being of great value to the structure as a whole.

Were they welcome when they broke in? Yes and no. By the men who sold them new planting stock, yes. Could they have been boycotted in any way, just because they were new arrivals? No. YOU CAN'T KEEP A GOOD GLAD DOWN, that's why. A grower is as good as his bulb list—no better and no worse. That is his value to his trade, if, of course, he has dependability and loyalty. This game is fair meat for all comers at all times—and always will be. Any good dirt-farmer could take my markets right away from me IF HE HAD A BETTER LINE OF GLADS. Yeah! Let's see the list! It is my business to see that it doesn't happen to me. If you are a customer of mine, maybe it is also part of my business to see that it doesn't happen TO YOU. I've always considered it so.

## “As One Having Authority”

I reckon you'll think I'm a bossy guy, from the way I say my say. But I'm not. And if you see things differently than I do, I'll be glad to talk it over with you. I do have one advantage here, when it comes to learning the actual CUT FLOWER VALUE of varieties and their value to the man who grows his own bulbs, mostly, after he gets a start with a new Glad. For I am in both the bulb game and the flower game, and the times being what they are, I have to keep in the upper layer, or I'm out of business. No “maybe” about that. So I have found out how to STAY IN business. And what I've found out, I'm positive about.

## The Glad Man Who Does Not Cut Flowers For Sale

may be a dandy bulb grower. I surely have no quarrel with him. I couldn't have for, in fact, I haven't ever met the gentleman—yet. I HAVE met a lot of them, however, who ADVERTISED that they do not sell flowers from their bulb plantings. The times have made it necessary for them to cut, if they care to get by. There may be some exceptions—I don't know of any.

## Variety Descriptions (*Continued*)

**RED FIRE**—(Kunderd-1922) Clear bright red, a shade lighter than Crimson Glow. Holds color, tho, and is better keeper and shipper.

**RED GLORY**—(Ellis-1926) Carmine red, about as rich a shade as the human eye can interpret into emotion. Deeper blotch. Sport of Purple Glory but much better. Massive plant, heavy bulb, heavy stem, fine height. Try it if you like the rich ones.

**ROMANCE**—(Kunderd-1918) Smoky salmon rose with sulphur yellow throat and a medley of blues, reds and in-betweens. Popular Always tall and straight. 6-8 open flowers with full throat and wide petals, in perfect placement. Has been known to beat Mar-mora.

**ROSE ASH**—(Metzner-1921) The original smoky. Very tall and strong spike, always straight. Flowers uniquely placed about the stem with artistic effect. A basket of five-footers is mighty well worth looking at. Had one in a sunny window with mulberry drapes that I won't forget. And that was 9 years ago!

**ROYAL LAVENDER**—(Schleider-Gove-1928) Deep lavender shading lighter toward center. Heavy penciling of darker shade on lower petals. 4-ft., 14-20 buds, 4-7 large flowers of excellent keeping quality open. Popular. Good commercial, fine shipper; opens up for the florist, even if he is 1000 miles away. No competition for Minuet at the show, but works fine with it or Dr. Moody.

**RICHARD DIENER**—(Diener-1917) One of this great hybridist's greatest Glads. Geranium pink—wonderful color—large flower, cream throat, long spike with 8-10 open. Late. An extra fine variety.

**SALBACH'S PINK**—(Salbach-1929) Another large, wide open Geranium pink. More stretchy. Fine, long head and a whole bouquet open. One of the finest shows in its color class. Better try it.

**SCARLET WONDER**—(Cowee) A whopping big red with 2-in. petals and a 6½-in. flower on a strong stem. If you want a monster red with a clear color, use it. You'll get a kick out of it if you treat it well.

**SHEILA**—(Coleman-1921) Coleman's first introduction and still going. Not his best one! Light salmon pink, very early and prolific. Better when cut late and better money, too, for it will open when other Glads are too cold to work. Light salmon. Tall.

**SOUVENIR**—(Jonkheer-1921) Deepest clear yellow. 4½-5 feet. Some say 6-ft. Best forcer, sure bloomer, prolific—VERY—fine shipper. AND it is EARLY! First bloom in garden in 1932.

## “No Right To Be In The Flower Business and the Bulb Business, Too!”

Yeah? 'Cause why? What right would I have to advise the many customers who come to me for advice on what to plant for cutting, if I didn't know to the tiniest fraction just what varieties are WORTH for cutting? I'd be SOME bulb man! The bulb business isn't just a bulb store. THIS one isn't. We sell a lot more than “just bulbs.”

## I Sell My Flowers In The Market On Their Merits

and I sell my bulbs in the market the same way. As far as I can see, I've a perfect right to be a RETAIL FLORIST, on top of my other businesses, if I want to. But I do NOT cut in on the local retail florists. They get their flowers from me.

## A Bright Fellow

Is Fred Reed of Ashlo Gardens, Sullivan, Ohio. The other night he was over to see us, and in the ubiquitous economic discussion he paused to sum his summer up, so to speak, and sez he, “Well, I've accumulated two good mules and a Holstein cow, so far, and now I wish that somebody would come along and give me 30 GOOD White Leghorn Pullets—and I don't mean 31, either.” “Why not 31?” I asked, willing to bite on one of Fred's meaty pieces of bait. “Just because,” sez he, “We eat a dozen eggs a day at our place, which I could reasonably expect to get from the 30; but the one we didn't need would represent unprofitable overhead, and eat up part of what the 30 saved me.” Too much of a good thing! I'd heard of it often. And here it was—White Leghorn Pullet No. 31, big as life! And I reckon that the underlying principle involved in the consideration of W. L. P. No. 31 is going to have a lot to do with this here new thing we call RECOVERY. No matter what they are, we can't board 'em unless they PAY OUT. Thinkin' to acquire more wisdom, I suggested that if Fred should find 31 “GOOD W. L. P.'s” in his Xmas stocking, he wouldn't need to send 'em all back, 'cause I'd take the odd one. “Won't pay you to look after it,” sez he, right off the reel. ‘But I'll EAT it,” sez I. “Thanks for the idea,” sez Fred with a grin of triumph, “You won't need to trouble yourself.”

## Apply It To Your Glad List

You've been feeding a lot of “chickens” that didn't pay you a cent, haven't you—or have you not? Goin' to keep it up? WHY NOT plant only producers that show a margin in your market? IF you want to make money!

Do you agree with me that if we Glad Men grew only half as much stock, and it was twice as good—on the average—we'd make FOUR TIMES AS MUCH MONEY? And have our noses off the grindstone? We'd all be sitting pretty. “Sure, but it can't be done.” Who says it can't—and won't? It WON'T be done unless irresistible pressure is brought to bear on the proper point. But it will be, Buddy, it will be. ECONOMIC pressure. For the boys who go on “muddling thru” have muddled ALMOST thru, already yet. Yah? They have no place in the new scheme of things. They lost money last summer. Their bulbs cannot be sold at a profit this winter. Muddling THRU pretty fast, I call it.

## Variety Descriptions (*Continued*)

**SPIRIT OF ST. LOUIS**—(Diener-1929) A fine early orange-saffron. Large spike many open flowers. **WILL NOT BURN OR CROOK**—fine in the South. Good cutter and will be a real commercial. We'll all grow it.

**STUTTGARDIA**—(Pfitzer-1927) Bright orange red, fine grower. No commercial.

**SUNNYMEDE**—(Fischer-1926) Light orange with red blotch. Tall spike, LLPP fine and prolific cutter. Good basket Glad.

**VEILCHENBLAU**—(Pfitzer-1927) Large violet blue with pansy blotch.  
 \*\* S Best of the dark blues that I know. Good florist's Glad—sure works fine with the lighter blues and creams in a basket.

**VENUS**—(Pfloege-1920) A pure cream sport of Wilbrink. Same habits and earliness. Got rid of the potato-bug stripes in the throat, too—and that's SOMETHING! Believe I enjoy a vase of this as much as anything I ever grew or saw. And you can keep on looking, brother, because **IT KEEPS ON KEEPING!** Remarkable.

**VIOLET BEAUTY**—(Kunderd-1916) Rich cerise violet with purple blotch  
 \*\*PPL on yellow. Sounds confusing—but the flower isn't. Good cutter, shipper and seller. I want a lot of it. Better than Eberius or Herada for the dark class. Sound grower.

**VIRGINIA HALE**—(Kunderd-1921) Creamy salmon—very light—almost  
 \*\*SP as light as Norton. Better than Norton for the South. Bulb delivers and wears better there. It is touchingly beautiful. Fine market cutter. Can't help liking it.

**TYCKO ZANG**—(Austin-1925) It all depends. Give it plenty of water  
 \*LPP and it is a giant, plant, spike, flower. Pays us to grow it here. Too short in a dry soil. Call it "Dusty" in California—say the bees get dust in their eyes when they stoop over to get the honey! Well, it does 4 feet here from a #4 in September and October. Immense salmon pink, white throat. Very prolific. Late.

**SCARLET PRINCEPS**—(Kunderd-1917) All depends here, too. With water,  
 \*\* LPS a perfect pip, shoulder high. Without it, knee-high, but the charming clear cherry red color will sell it any way, so don't worry, **WATER** it. Round flower, fine placement. The market just howls and howls for **MORE—MORE!** That's the way we grow it.

**NIXE**—(Gersdorff-1927) Here's one I'M ASKING YOU TO TRY. I  
 \*\* #LPP like it for cutting. Softest salmon pink, flecked lighter. Good height, long spike, many open, and the whole thing showing bud color. Don't let it fool you and cut it too green. Extra fine variety—good cutter, shipper, seller—and lots of twins.



## Variety Descriptions (*Continued*)

### LAKELAND ORIGINATIONS

**SPRING SONG-1932**—The best early Glad we ever have grown. A pure, clear Cream Break o' Day. Very early, large flower, fine placement, tall spike on rugged, vigorous plant, fine propagator and grower.

Bulbs ..... \$50.00 each

Bulblets ..... \$ 5.00 each

**SUNNY SOUTH-1932**—The finest pink Glad we ever have grown. A sport of Giant Nymph, with identical plant, bulb and flower, except that the color is glistening, silvery, creamy pink like Mrs. Dr. Norton.

Bulbs ..... \$100.00 each

Bulblets ..... \$ 10.00 each

**LAVENDER DOUGLAS-1932**—The finest lavender Glad we ever have grown. Soft lavender petals with cream throat—sport of Mrs. Leon Douglas but much more valuable as a commercial on account of color. Will do six feet here and open nine flowers.

Bulbs ..... \$75.00 each

Bulblets ..... \$ 7.50 each

Those bulb prices may be stunning. We do not care to sell any of this stock at any price, but here is the chance to buy. The price will be the same next season. Only one bulb or one bulblet to a customer. These three varieties will be heard from later. Nobody can say they didn't have a chance to get in on them.

## Taeniothrips Gladioli

*Taeniothrips gladioli* M&S belongs to the insect family known as "thrips," and the whole tribe of them can be written like this, \$&c. (Minus Dollars and Cents.)

In general thrips are very small, slender, extremely active insects, ranging from 1/25-in. to 1/16-in. in length. Altho several species find the *Gladiolus* makes good living quarters, *T. gladioli* is responsible for the major injury. This form is larger than the others, and may be distinguished by the color of the adult, which is black except for the cream colored bases of the wings, giving the insect an appearance of being banded. The lemon-yellow to orange larvae, found in the leaf sheaths, bud sheaths or inside the unopened flowers, are also characteristic of this species.

The insect has four stages—egg, larvae, pupae, adult. The female is over twice the size of the male and is less active. The male has five transverse light-colored bars across the back of the abdomen. The female is all black. The tip of the abdomen of the male is rounded, that of the female is pointed. The eggs are laid directly into the tissue of the growing plants.

Just like the common house fly, this insect is inactive in low temperatures and speeds up as the thermometer rises. This also applies to propagation ratio. The eggs will not hatch at 50 degrees F. The larvae require a full month to attain full growth at this temperature; the pupae require three weeks to develop into adults. At 60 degrees F., eggs hatch in about 10 to 12 days and the pupal stage lasts about 8 days, the larvae having taken about 2 weeks to grow, making a total of a month from egg to adult. At 70 degrees the whole cycle may be run in 15 days; at 80 degrees, in 12 days.

The female lays from 100 to 300 eggs. 170 larvae have been checked as hatching from one clutch of eggs.

This pest wintered out of doors in Ohio last season. The pupa go into the ground to develop into adults, and it seems likely that those which have chosen sheltered places, late in the season, remain there over winter. At any rate, the air here was full of migrating adults after the middle of June.

I think that all of us should treat our entire bulb crops, whether we noted any thrips damage or not. And if no insects or eggs are planted with the bulbs, there will be no thrips on the plants unless they blow in, after pupation, and that will be June 15th, here in Ohio, at the earliest. For last June gave them the most favorable of weather conditions, and they hit us here on June 19th. Then we must be ready to fight them when they arrive. My observation last summer indicated that the females feed on the outside of the plants, after arrival, for three or four days, before they look for a "nest." That gives us plenty of time to get them.

The thing that got a lot of us in wrong last year was just that we had been assured by the entomologists that if we had no thrips on our bulbs, we would have no thrips on our plants. Don't swallow any more of that bunk. But do make sure that you have none on your bulbs. AND—be ready to fight them in JUNE.

I experimented with various sprays and dusts. Nicotine in solution is effective, and it is effective used with lime as a dust, if the temperature is around 80 degrees. But any spraying or dusting system that I found in common use appeared to me to be very wasteful and to have many drawbacks. Thrips will drift ahead of a dust cloud in the field on a warm day, and will accumulate by the thousand on open flowers left in the field, while in flight to escape the dust. Most of the dusting material is wasted, with

open-air dusting. Much of the spray is wasted. And neither dust nor spray will have any effect on the larvae concealed within the sheaths—and that's the bulk of the thrips population any time after they get started in a patch.

### Sad News For T. Gladioli

So I devised a metal hood under which I could use the dust. Mounted it on wheels so that I could straddle the row. Set one arm of the dust gun to shoot the dust UPWARD on one side of the row, and DOWNWARD on the other side of the row, resulting in a rapidly moving spiral dust cloud *inside the hood*. This passes with high velocity between the parts of the plants, hitting them on both sides, and under considerable atmospheric pressure. Using only one-third the dusting material that I had used for open-air work, I found that it was three times as effective.

Out of this idea I evolved something that I think will be built by Niagara Sprayer & Chemical Co., Middleport, N. Y. And it will do the business. A nicotine and water solution will be sprayed onto a HOT PLATE, and completely volatilized. The FUMES will be blown thru the distributors to the rows, which will be covered with light hoods which give almost complete enclosure—just room for the plants to pass under the hood. High compression will be developed inside the hoods, and the compression will be intermittently cut off by an automatic check valve, allowing the air under the hoods to expand, changing the air INSIDE THE LEAF SHEATHS AND BUD SHEATHS. With the valve working on a half-second interval, the plants will get FOUR shots of the fumes into leaves and buds while the 5-ft. hood passes over them.

How effective? Try this. Take a bud that is well loaded with larvae and blow a mouthful of mild cigar smoke into and thru it. Unfurl it. 90% of the larvae are dead and all but 2%—on the average—will turn up their toes inside of sixty seconds. What I'm saying it—this machine of mine isn't going to smoke MILD cigars! And it will have plenty of compression to get the fumes into the sheaths. And it will take one row to six rows at a swath. It won't be necessary to go back next day and do it all over. It won't matter if it rains after the operation—or even DURING the operation; and any wind that won't blow the machine out of the field, won't hinder the work. It will use not over one third the poison that open air work uses.

If you are interested, write to the above manufacturers and tell them what sort of a ROW FUMIGATOR you need, whether one-row, three-row or six-row.

### Insurance

against planting thrips or eggs is easily obtained. We use an air-tight fumigating room, built into our bulb storage. Ethylene-Dichloride and Carbon-Tetrachloride is the dope. You can get it from Carbon & Carbide Chemical Corporation, 30 E. 42nd Street, New York City. Works are at Charleston, West Va., and shipment from there. Will cost you \$8.50 per 100 pound steel drum. This is a very volatile liquid that makes a heavy gas that goes DOWN. So the dope should be placed in a tin or other container ON TOP of the bulbs to be treated. Open pie tins are as good as anything else. It takes 14 pounds of the liquid to the 1000 cu. ft. of space in your bulb container. This much of the heavy gas gives complete saturation of the atmos-

phere. Let them cook for 24 hours. That's all. But the room or container used for treating must be air tight. Don't treat stock until it has seasoned ten days after digging, or you may hurt the green bulbs.

We use a tight room in which we can stack 75 trays each 30x48 inches. Makes fast work of it here.

### The Other Fellow's Thrips

Thrips ought to be classed as GOOD competitors. Unlike bad competitors, they INCREASE the price of our product.

### Bulb Disease

The only real preventative that I have found for bulb diseases is Calogreen. This is a specially fine ground calomel. It does not dissolve in water but floats in it, making an emulsion. The bulbs are dipped for only five minutes, then drained, and can be planted at once or held indefinitely without injury.... I have cleaned up some of the touchy varieties with it in a single season, after all other remedies failed absolutely. The U. S. Department of Agriculture supports my statement that it is by far the most effective disinfectant yet discovered for bulbs. Our Ohio State Experiment Station at Wooster, Ohio, does the same. I would not plant without using it. We use it 1 oz. per gallon of water. It does not deteriorate with use or with standing, and there is no waste. Remnants can be left in the barrel or tub and used the following season. It sticks to the bulbs and protects them the growing season thru; they are white with it when the crop is dug in the fall, but mercury solutions are promptly dissolved by the soil water. It can be used in any sort of container, metal, earthen, wood—as it is noncorrosive. Nonpoisonous; will not injure skin. Safe—and sure. \$2.12 per pound;

### Picking 'Em Right Every Time

isn't being done. But you don't have to bat 1000 in this league to get by and pull down your salary. Luckily—or we'd all be out of business.

The grower who has the largest planting of the wonderful variety, MR. W. H. PHIPPS, started with a handful of bulbs—and took care of his bulb-lets. It isn't what you have in this game, as much as it is what you do with it. This and some other games! The grower who *has the Phipps* is P. J. Pentecost, Tipton, Indiana.

If you make a wise start, and do your stuff all the way thru, I don't see how you can lose. But don't expect to invest \$10.00 in a good new thing and sit down and twiddle your thumbs for five years, and have it keep you in everything from razor blades to V-8's, for it won't. If you make a foolish start, it won't either, but singularly, it will sometimes come almost as close to doing it. Take the Great Horn Sheep, known as Henry Ford! (Nothing personal, Henry—I mean the Glad they named for you.) It is a big mistake. Mr. Diener didn't put it together right. If, when he had it ready to assemble, he'd only taken it TO Henry Ford, how different it might have been! It has a wonderful color, plenty of buds—all of them placed wrongly—and the ability to grow a barnful of bulbs in record time. The growers who bought in early on this found a waiting market for their stock as fast as they could produce it, until the cock-eyed thing bucked up against the commercial field. Bucked up and BUCKLED up. The florists can't use it no-how. Yet, some growers shamelessly made a good thing of it all the way down the price range

and they made it easy, because it is a good doer, tho not a good deed, and the trading was done on MR. DIENER'S PRESTIGE.

You might say, I guess, that they SOLD Mr. Diener's PRESTIGE right along WITH it.

Well, this much is very plain to me. Mr. Palmer's prestige isn't going to be sold except on a RISING market. It is quoted higher every day. Yes, thinking of PICARDY again, I am. And some others!

### Those Salbach Originations

are some more safe bets. Betty Nuthall is, without doubt, the best buy in the brand new Commercial lot, excepting Minuet. The beauty of it is so obvious that it needs no praise. I have a vase of it before me as I write this, on November 9th, and it is an eyeful. But the supreme commercial strength of this one lies in its adaptability to Southern growing conditions. It is one of not over FIVE VARIETIES that come thru just as well in Florida as they do in Ohio—and the bulb does not weaken. That means FIVE out of SEVEN THOUSAND named varieties! And this one builds stock with amazing alacrity. The color will sell it in any market, any time, and at "EXTRA FANCY" prices—and profits. It will boost the profits of Southern growers amazingly.

### An Old Timer Due For A Raise In Salary

is Giant Nymph. Wait and see. Of all varieties now known in commerce, this variety is nearest to 100% proof against damage by thrips. And it sure is one lucky break for us Glad Men that Giant Nymph happened to be the one that Mama Thrips can't get into to ovideposit. (Sounds like the opposite of OVERDRAFT, doesn't it? But who ever heard of a Glad Man knowing anything about an OVERdeposit?) IF you DON'T know—what I mean is that Mama Thrips can't squeeze into the tight sheaths of Giant Nymph to lay her eggs; so she can't raise her broods on the plants and have them waiting with their mouths a-gape for the buds to set up the eats. If you think I'm spoofing about this, take your glass and watch her try—and try. The net result is that the FINEST PURE PINK GLADIOLUS IN COMMERCE, either at a national show, or in the garden or the florist's shop, can be grown by the solid acre without a worry over thrips—or most anything else, for it is often described to me by enthusiastic customers as, "The cleanest grower in the field." And it cuts fine from a No. 4 bulb—which is an item for the man who cuts for market. One prominent grower—none other than "Phipps" J. Pentecost, Tipton, Indiana, wrote me that 10,000 No. 6 bulbs which I sent him, "are cutting EXHIBITION SPIKES." Now, if anybody else in the world had said that, it wouldn't mean anything. But you see I know that when "P. J." says "EXHIBITION," there is only ONE thing he can be thinking of—since there's only one thing he ever EXHIBITS—and that is some of his OWN Mr. W. H. Phipps spikes—about 5 feet from stem to stern, and with from 16 to 20 buds open, all stuck in a whale of a big basket at some big Glad Show—and the talk of the show. So I got a bigger kick out of his comment than he did out of seeing such spikes from my small bulbs, I reckon—for I just reckon that I WAS SEEING A LOT HE WASN'T!

Thousands of our No. 6 Giant Nymph bulbs DO throw spikes with 16-18 buds, however. Both for us and our customers.

Since I satisfied myself about thrips not having entree to the Giant

Nymph domicile, the stock of this variety has gone up over 100% in my esteem. I wish it could do the same on my price sheets, for, liking it as I always have—because I couldn't help it—I have a big lot of planting stock of it to offer. Clean as a whistle and pure as can be. I have said that anybody who sells No. 1 bulbs of it, from now on, for less than \$12.00 per 1000 is a SAP—if he knows what he is selling. But in a world of saps—do as the Romans do—I suppose—I guess you get me. I won't go below \$10.00 for No. 1 bulbs of it, tho, now or any other time.

We are going to take immunity to thrips damage mighty seriously, and the sooner we START TAKING IT, the better we are going to feel.

### **An Old Timer Due For A Raise In Salary (*Continued*)**

Much of the battle will be fought along these lines—eliminate the pest from our fields by EXCLUSION. Hybridists will soon be taking note of this and breeding for tight sheaths and hard plants. IF any hybridist wants 100,000 or so of Giant Nymph bulbs to grow parent plants from, this is a good place to get them. Cash, please?

### **Minuet Arrives**

For the past seven years MINUET has been a 100% winner at the big shows and has had more enthusiastic comment from experts who are "in the know," than any other variety that has come out since 1921, except PICARDY and BETTY NUTHALL. The summer just past found it in the cut flower markets for the first time—we put it there. All that had been written and said of it for seven years proved to be true—but only half the story. It is the greatest of the Great Commercials. A sure producer of extra strong cuts, with 20 to 26 buds, large flowers, perfect placement and spacing, wide open as the hand that gives, up to 8 flowers of excellent keeping quality showing, a color that the florist can use in any quantity, a straight spike with a backbone, but still not awkwardly stiff to use—and IT IS A SHIPPER RIGHT. It can be cut in tight bud so that it will not be ready to open until the retailer is ready to use it two days later, and then it will give him as full a spike of bloom as he could wish for. Or it can be cut with TWO TO FOUR OPEN FLOWERS, wilted for an hour (as we do here) and shipped in water or ice, and it ARRIVES IN THE BEST SHAPE OF ANY GLAD WE EVER HAVE HANDLED. This is what I was waiting to find out about it.

On top of this, the bulb does not wear out. It is a 3 in. to 3½ in. bulb when mature and has lots of beef. Half the No. 1 bulbs will double up and make twins like that—and repeat it the next year, etc. I have now some 3½ in. bulbs that came FROM some 3½ in. bulbs that I bought in 1928, and which were then three years old. They came from the first lot of bulblets that Coleman released—before he put the variety on the open market. They bloom as well each year and produce as good a bulb crop. They are sound as a dollar. They have been well handled, of course.

And the spikes will outsell anything else we have seen it run with in the market, day in and day out. (We have not cut Picardy for market yet.) MINUET is an "accessory" that every Glad Man will have to have for his "grindstone."

There is no better bulb grower from bulblets in our fields, and propagation is excellent. You do have to soak the bulblets and use ordinary dirt-farmer common sense in planting them. Tamp them in—we do—and then cover with loose soil. The grower who has the largest stock of this in these

more-or-less United States built that stock from two bulblets that he bought from Joe Coleman for \$10.00 in 1926. He BOUGHT only one; Joe sent him TWO. They both grew.

In the Amateur Gladiolus Symposium, Minuet takes second place to Phipps as the most popular Glad grown. O. K. there. But in our COMMERCIAL garden Minuet makes FOUR TIMES THE NET PROFIT that Phipps makes. No bull head spikes, no weaklings, no misses. And the bulb crop sure fills up the storage as fast as I could wish. Our MINUET won the Blue Ribbon as Best Pure Lavender at National Show this year and last year. We have a strong strain of it, I believe, or else it likes our soil. There were many Minuet spikes entered, both years, by other growers. We gave NO special culture.

Start it as strong as you can. You can't go wrong on this one.

### Themdamtaeniothrips

*Notes for the primer class to copy.*

We were taught that the thrips is related to the penguin.

Or the ostrich.

Or the emu.

It was all bunk.

Thrips can fly—like a wild duck.

Thrips do fly.

THRIPS ARE FLIES.

Thrips have been caught 25 feet off the ground, on a tower.

No captured thrips with leg bands were recorded.

Nobody knows how far thrips can fly.

On a hot day nobody even knows WHICH WAY they flew.

Some Eskimo Bugologist must have studied thrips first.

At 50 degrees F. you can pick thrips up and pet them.

At 90 degrees F. you can't shoot them with a shot-gun.

Thrips can eat like a duck, too.

They cannot swim like a duck.

When it rains and rains and rains, thrips get all wet and they wash up.

Maybe it will rain—Oh! Boy!

Maybe it won't—Shucks!

Don't bet your patch on it.

Thrips fly from wherever they get their wings in June.

They fly to somebody's Glad Patch.

They fly onto the Glads.

They play hell with the Glads.

A little spraying now will save a lot of cussing later.

Thrips like to mate often and raise big families after they migrate.

But—Mama thrips MAY be an OLD MAID!

Mama thrips lays about three hundred eggs, any way.

They all have chickens in them whether she is or isn't.

Ain't Nature wonderful!

If she is, they are all boys.

But the next lot will be both.

Nobody knows what relation one thrips is to another.

A lot of 'em may be their own step-daddies.

And ANY thrips is a %&\*()\*@?

ANYTHING but a \$.

## Themdamtaeniothrips (*Continued*)

Nothing is lower than a thrips—I always thought it.

Mama thrips makes a home inside the leaves of Glads.

You'd be surprised how fat Mama is.

Some Glads have such tight leaves that Mama can't get in.

Mama hunts up plants with more open leaves.

If you let her get in, you'll be sorry.

It is a good thing for a good Glad to have good tight leaves.

It will have a flower crop instead of a thrips crop.

Thrips are easy to lick if you take them one at a time.

And your wind holds out till you have licked all of them—IN time.

The best way is to meet them at the airport and pick a fight right away.

The sooner the shorter, and the shorter the better.

But if bulbs are not treated for thrips, you can fight all season.

Or take a beating lying down.

If bulbs are treated, you won't have to fight till mid-June. Maybe never.

If you lose the first three rounds, you lose the decision.

Being Ready is The Main Idea.

Doing It Now Is The Thing.

You might win on a fluke, tho, if you have a Deluge, maybe, or a London fog.

Don't borrow from your banker on that "maybe."

What ain't worth fighting for ain't worth having.

I'm not a bit scared of them.

I was.

Good thing I was.

If you're a good scrapper, right from the bell, a lot of thrips will work for you.

The other fellow's thrips.

I hope the thrips stick around a while.

They'll be a blessing to the Glad Man who also sticks around a while.

Take off your wraps and stay for the fight.

Glads were getting too common.

If you're too proud to fight, you'd better buy your Glads ready-made.

It is no trick to whip thrips on a 5-acre patch, with proper equipment.

They run you ragged on 40 acres—the rounds are too long.

And it takes fast foot work.

But I will—Mein Gott—I HAF to!

If you want a bed of roses you don't want a bed of Glads.

Glads will probably have to be earned.

Glads will probably have to be paid for, too.

Nothing in sight can take the place of the Commercial Glad.

The more thrips you have working for you the better—for you.

You cannot get spray or dust into leaf or bud sheaths.

You can get nicotine fumes into any place a thrips can get into.

If I had a lot of thripsy Glads I would use a Row Fumigator on them.

If I had a Row Fumigator.

The Niagara Sprayer and Chemical Company is thinking about making one.

We'd all better pitch in and help them think.

It is the best way out, I guess.



## WHAT'S WRONG WITH THIS PICTURE?

(Taken from the current week's market quotations. But it happens all the time, and most of us take it for granted.)

American Beauty.....	\$8.00@ \$25.00
Pernet .....	4.00@ 18.00
Hollywood .....	3.00@ 12.00
Premier Supreme .....	2.00@ 10.00
Gladioli .....	2.00@ 3.00

And if you know that it is all right, listen to what Bill Nye used to say, "It ain't what you don't know that hurts you; it's what you know that ain't so."

And then listen to me—and see if it ain't been hurting you.

There's many a wholesale florist in this land of skyscrapers and bread-lines (opportunities grasped and opportunities missed) who is saying it with Glads every summer day, who hasn't the faintest idea what the names of them are, or what they are worth, relatively, to the buyer. And they don't know enough about their business to know that it hurts them a lot—and hurts everybody who contacts them, either as grower or retailer. If those are my Glads—and classy, new varieties—it hurts me plenty. If they are somebody's old junk, I presume it is positively good for him.

Looky here. Nobody has any business selling somebody else's stuff, unless he knows what he is selling, at least, and whether it is good, bad or indifferent.

If you accept that as axiomatic, let's see where we can come out on this problem in profit and loss.

Putting "the average" commission merchant on the carpet, let's inquire just what are his qualifications for selling our Glads. He does have an established place of business, set up as a source of supply. The members of the trade accept it as such and patronize it. He has their accounts—HAS the BUSINESS. Isn't that enough?

Or is it? A phone talkie at the house runs too much like this. "Park Floral speaking. Got some good Glads?" "Yes." "What they worth?" "Two and three." "Last week I had some fine light orange Glads from you that went fine with Pernet roses. Got any today?" "I don't know what it was. Do you?" "No." "Well, we'll send you some orange with the order." "Got any Minuet today?" "What color is it?" "Oh, it's a big light lavender." "I guess we have some. We'll send some out." And what the customer gets, as likely as not, is some Tiplady and America.

How come anybody could be so dumb? It isn't dumbness, brother. And it isn't their fault—its ours. What chance did the wholesaler ever have to LEARN his business of selling our Glads? We never gave him any! And who else could? Do you expect everybody in the world to be a Glad Specialist? Should a man guess, without being told or having seen it, that some Glads deliver four times the show for the florist that some others—of good repute—deliver? And that some Glads stay fresh three times as long

## What's Wrong With This Picture (*Continued*)

as some others—of good repute? That the exquisitely beautiful new ones are quite expensive to produce because the bulbs cost three or four—or fifty—times as much as the common commercials? That there is, for good and sufficient reasons of floral value expressed in hard dollars and cents, properly just as much difference in the prices of *Gladiolus* varieties as there is in the prices of *Roses*?

If we are in the Glad BUSINESS, isn't it about time we did some plain talking about just that? And did something else about it besides talk?

Suppose we have some small printed cards, with the **NAMES OF VARIETIES** thereon, and tuck them under the bunch ties. Suppose that we ship nothing to market but **HEAVY STOCK**, so that the difference between the grades of Glads isn't just one of *avoirdupois*—but of **FLORAL QUALITY**. Suppose that we make three grades of Glads—"Extra Fancy," "Fancy," and "Common Glads." Suppose that we help the wholesaler to price them, until he is acquainted with the varieties, at what we know they ought to be worth. Then—if the florist wants to use some *Betty Nuthall* or *Minuet* or *Joerg's White* or *Coryphee*—let him pay the "Extra Fancy" price. Don't worry, he'll use them, and be happy to get them. There **ARE** florists who know the value of leadership. And if he wants something that is high quality but not so expensive or new, he can pay "Fancy" price for *Norton*, *Bothin*, *Douglas*, *Phipps*, etc. But if he is content with the old timers, he can get his stock of *Wilbrink*, *Pendleton*, *Halley & Co.*, at par. For they have no extra bulb overhead tacked onto their production cost. "Just Glads."

At present the whole ball of wax is "just Glads," unless—the grower has at least some small portion of business brains—and the wholesaler is quick to realize which side his bread is buttered on—when he gets a lick of the butter.

The market wants good Glads. Let's make it pay for them. It is just a matter of educating our sales forces—and our customers. Everybody will be happier when this is commonly done, for it will make for better flowers in the market; and better goods, under those conditions, will mean better profits for everybody. The retailer will be glad that he can get what he wants when he wants it.

The wholesaler, if he is any good, will appreciate your full co-operation. He has been selling our Glads by the ton—literally. Heavy stock was "first quality." Not-so-heavy stock was "second quality." But he had no other method of appraisal. He had no idea what the things might look like **WHEN THEY OPENED**. And if he soaked some good customer top price for something that he guessed would stand it, and it turned out to be the ugliest mutt on his tables—he was in wrong. Let's put him right so that he **KNOWS HE IS RIGHT**, and then we can safely leave it to him. He has a chance then not only to earn his commission—but to double it. And he's tired of selling a pig in a poke, doubtless.

And—let's all vote to make it 25%. He needs it. I happen to **KNOW** he needs it. But it will help us more than it will him. For it will put the everlasting kibosh on the cheap junk that has been going to market, and which he has been handling at a loss to himself, and less than wages to the grower, because—**25% OFF THE GROSS PRICE OF THAT CLASS OF STOCK LEAVES AN UTTERLY IMPOSSIBLE FIGURE.**

## As Man to Man

PUNKEST competitor to meet in the flower market is the bird who has good enough varieties, but cuts 'em so tight that they are worthless. Those aren't FLOWERS, fellows; they are GREENS. They are worth a quarter to a third of what they'd have been worth with 24 to 48 hours more "on the vine." Those chaps hurt their markets—yours and mine—and give Glads a black eye. Florists buy these never-could-be Glads in midseason for about \$5.00 per 1000—and get stung, at that. But then they come into OUR markets and relate that, "Why, I bought so-and-so down street for FIVE DOLLARS A THOUSAND. Heavy stock, too." And they did buy those NAMES! What of it? There's nothing "glad" about 'em.

Nothing sadder, in fact, for a real Glad Man to look at than that green fodder. And yet some wholesale florists (so called) opine that that's the way they ought to be cut, too! "They are so much easier to HANDLE!" Handle, Hell! Flowers aren't made just to handle—like so much cord wood! They are made to LOOK AT! The florist, either wholesale or retail, who hasn't time to handle FLOWERS, better be "handling" something else.

## DON'T FORGET THAT Recovery Is A Personal Problem

Nobody else can set you back on your feet or boost your net income. Franklyn and Jack would like to, all right enough, but they'll have troubles of their own—and Herb is going fishing. So it's up to you and Mother Nature. Now *there's* a dame will work with you, if you'll team up and do your bit—hold up your end. Look at her! No "unemployment" in HER family! Been working full time, as usual, the past three years. Been propagating the best new Glads just as if nothing had happened. Not for you? She hasn't done it FOR ANYBODY. She does it WITH 'em, Buddy. And the markets have been learning 'em. This summer they went to market in real volume—for their maiden voyage. Ran into a rough sea, and how did they stand it? They stood it fine—head and shoulders above the crowd on deck, in fact. What did it prove? Plenty that had been freely predicted; among other things, that, now that there are enough of these New Beauties to go around, they are GOING around, and that out-classed varieties are going to stop circulating.

## Largest Quantities in Stock

Varieties in heavy supply—50,000 to 200,000 of a size are: Phipps, Douglas, Minuet, Joerg's White, Bennett, Pendleton, Norton, Giant Nymph, Nancy Hanks, Nuthall, Gloriana, Gold Eagle, Golden Dream, Souvenir, Golden Measure, Helga, P's Triumph and Tycko Zang.

## When Life Has Meaning

Now let us listen to a deep thinker, William James, the great psychologist, on "Importance," and then let us measure, if we can, the true importance of flowers and flower growing in the lives of those of us who are, luckily, esthetically organized to deeply appreciate them.

Said James:

*"Wherever a process of life communicates a zest to him who lives it, there the life becomes genuinely significant. Sometimes the eagerness is more knit up with motor activities. Sometimes with perceptions, sometimes with imagination, sometimes with reflective thought. But, wherever it is found, THERE is the zest, the tingle, the excitement of reality; and there IS 'importance' in the only real and positive sense in which importance any where can be."*

## THE WHOLESALE HOUSE

### "My Wholesaler"

The grower who does the right thing by his wholesaler speaks those words with warmth and pride. For the man is his business ally, guide and friend. And returns loyalty for loyalty.

Without this sort of relationship the cut flower game must be a poor thing for everybody concerned.

Every grower's aim ought to be to please his wholesaler, to back him up to the absolute limit of his ability, to stick by his side when the fighting is hot. The grower who hasn't it in him to go over the top with his Captain will never, never be referred to as "MY First Grower." For no man can expect to hold first place unless he is dependable.

"An ounce of loyalty is worth a pound of cleverness."



We have done a lot of buying, ourselves. The sweetness of low price never equals the bitterness of low quality.

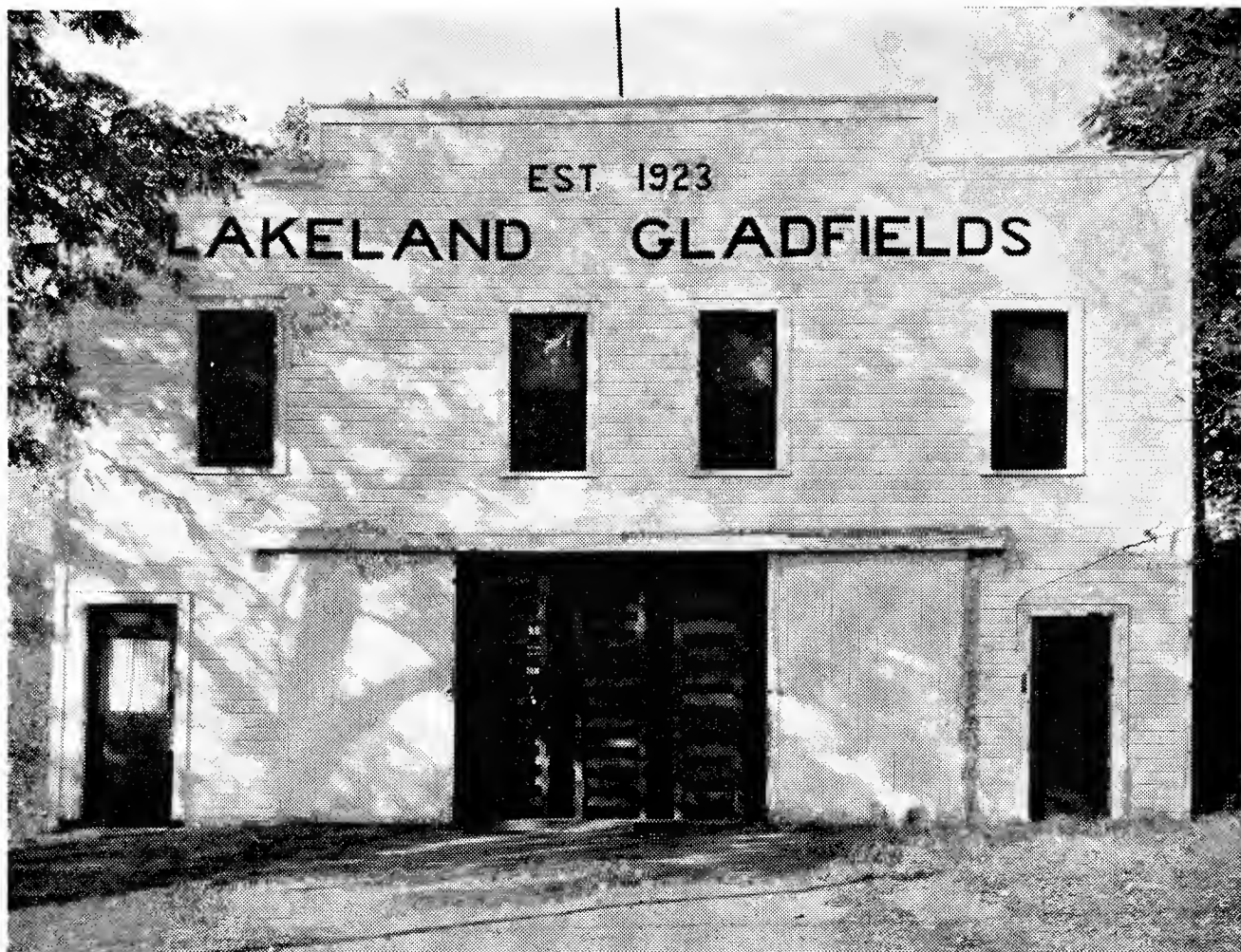
And a lot of selling! Our customers make money on our stock at our prices, or we could not hold them. Our pricing policy is sound, else we could not have grown in a decade from a 75x125-ft. garden to the largest acreage of high class Gladiolus in our state.

If you are in Glads to make money, let's talk it over. Give us your "hard times" business, and you will be with us when your orders are larger—and money easier to find. We are going ahead—good times or bad—and we invite you to come along. We can't make a better world, but we can make the best of this one. Will you join us in the effort?

EARLE SEELEY, *Proprietor*,  
LAKELAND GLADFIELDS.

*"Ah Love! Could you and I with Him conspire  
To grasp this sorry scheme of things entire,  
Would not we shatter it to bits, and then  
Rebuild it nearer to the heart's desire!"*

—OMAR.



Our 47500 cu. ft. of storage. Room for nine million No. 1 bulbs—in screen bottom trays.

## DEPENDABILITY

### We Who Grow Glads

have our hearts wrapped up in them. I used to believe that any man who responded to beauty so fully that he would devote his life to such a work, must be open and honest. But I seem to have found that some men can love a good Glad more than they do their own souls. I can understand that, tho, and what we understand—is already forgiven. Just the same, one does have to carefully consider sources of supply for bulbs. There are plenty of safe ones.

#### REFERENCE:

Amherst Park Bank, Amherst, Ohio, since 1927

**LAKELAND GLADFIELDS**  
**AMHERST, OHIO, U. S. A.**